



# Hay Group selects Globalpark to standardize employee insight worldwide

*Deal contributes to triple-digit Q1 revenue growth for Globalpark USA*

**New York, NY, April 27 2010:** Globalpark, a leading provider of panel community and survey software, has become the preferred platform for global management consulting firm, the Hay Group. One of the few feedback management providers focused on tracking employee sentiment and behavior, Globalpark has provided them a robust platform to draw insights from employees to determine optimal organizational structures. Working with Globalpark for more than a year, Andrew Tunnard, Global Operations Manager at Hay Group Insight says, "We have very complex requirements due to the nature of our international management relationships. Globalpark has proven to be a reliable partner, allowing us to streamline our feedback management processes for richer insights that better serve our clients."

This engagement is part of Globalpark's continued growth in the US market, with Q1 2010 revenues at 237% of those achieved in Q1 2009. Dan Coates, President of Globalpark USA, states: "Agencies and international brands are actively adopting panel community technologies to better engage with customers and employees, and listen to and act on their feedback. We at Globalpark have some of the most advanced software for managing that process and turning feedback into actionable insights. Our results demonstrate the value of feedback from key stakeholders, and signs of a rapid recovery in North America which will follow suit through the rest of the world soon enough."

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**About Globalpark**

Globalpark provides panel community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behaviour of customers, employees and partners, they gain insights that drive better business decisions. By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS and Warner Music. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria. For further information, please visit [www.globalpark.com](http://www.globalpark.com)