



**FOR IMMEDIATE RELEASE**

## **Press '1' for Pulse**

**Thursday, July 9<sup>th</sup>, Kuala Lumpur** – Pulse today unveiled its beta Mobile and IVR research solutions, enabling a true multi-mode data-collection service throughout Asia.

The new offering will add to its online research panel and VOIP CATI centre capabilities throughout the Asia-Pacific and Middle-east regions, increasing its reach across the most populous and fastest growing research region in the world.

Pulse's CEO, Bob Chua commented *"We have always focussed on a holistic and representative approach towards research throughout Asia, and the multi-faceted Online, Mobile, CATI and IVR offering is extremely compelling, allowing us to reach consumers in both growing and mature markets at a lower cost"*.

The multi-mode data-collection solution is aimed at providing clients with a cost-effective suite of services and choices to reach as many consumers, diverse psychographic groups, and streamline project costs to a minimum, ideal in current economic conditions.

Pulse's CEO, Bob Chua added *"IVR is relatively new for research in Asia, however we believe this is a wonderful opportunity to migrate costly continuous tracking programs towards a hybrid and scalable solution. As for the mobile research option, this enables us to reach the evolving consumer in the worlds most mobile connected region, while also leveraging our online panels where relevant. Our clients are very excited about the opportunity, and likewise so are we."*

### **About Pulse Group PLC**

Pulse Group plc is a holding company whose wholly owned subsidiary, Pulse BPO Sdn. Bhd. (together, the "Pulse Group"), is a leading provider of research process outsourced ("RPO") services within the Asia-Pacific region predominantly to market research and media companies, based anywhere around the world, wishing to conduct research within the region. It also provides its services to RPO companies based in other parts of the world who have a need to conduct research within the Asia-Pacific region.

Please visit [www.pulse-group.com](http://www.pulse-group.com) for more information.

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