



BDRC Continental ‘First Class’ for Employee Engagement

London, 17th January 2012 – BDRC Continental has been awarded the prestigious Best Companies ‘First Class’ accreditation for 2012, in recognition of its outstanding work practices and employee care. The London-based headquarters of the BDRC Group is the UK’s largest independent research consultancy with over 100 permanent staff. www.bdrc-continental.com

Best Companies’ ‘Michelin style’ star status system focuses on employee engagement as an integral component of an organisation’s success and growth. Employees are surveyed on eight workplace factors, including management, opportunities for personal growth and how much the company gives back. The accolade is based entirely on staff feedback, with only the highest-scoring organisations being granted the award.

BDRC Continental joins an elite number of organisations achieving star status in 2012. Robert Dodds, Operations and Development Director at BDRC Continental, comments: “As our business grows and develops, we continue to look at innovative ways to develop our staff and encourage their personal growth. Our researchers are recognised as experts in their fields, and our positive company culture and workplace practices are reflected in the results of this survey. We are extremely pleased that Best Companies has recognised this commitment to our staff, and will continue looking at ways we can build on this success throughout 2012 and beyond.”

Ends

Note to editors

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About BDRC Continental

BDRC Continental is the UK’s largest independent market research agency. Established in 1991, the company has built an unrivalled reputation as a full service consultancy with specialist expertise across a number of sectors including business to business, financial services, hotels, meetings &

hospitality, media & advertising, internet & telecoms, Government & not for profit, culture & leisure and tourism, travel & transport.

BDRC Continental is staffed by highly experienced researchers with great reputations in their individual fields as well as in the market research industry. The company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to the research. This cross-disciplinary approach enables BDRC Continental to provide intelligence that is informed by a deep understanding of the client's issues and the wider market context. As well as undertaking bespoke research for a wide variety of clients, the company conducts a number of syndicated studies and has developed proprietary techniques including Traktion (the award winning customer experience methodology), Grapevine, Service Intensity, the Business Opinion Omnibus, SME Finance Monitor and ZMET Visionary Thinking.

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