



UK full Service Market Research Agency appoints Kathryn Lewis as Managing Director

Maven Management Limited, June 29, 2006

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Maven Management appoints MD with unrivalled experience of the market research industry to enhance and develop the company's market leading position in the UK

PR9.NET June 29, 2006 - High Wycombe, UK – Maven Management Ltd, a leading provider of Customer and Employee Satisfaction Surveys in the UK announces that Kathryn Lewis will be the new Managing Director as of 1st May 2006. Kathryn Lewis replaces Iain Livingston who has moved into the Executive Chairman role, handing over the running of the company to Kathryn.

Kathryn has been Deputy MD for the previous year and was the natural choice for the permanent role as soon as Iain confirmed his relinquishment of the position.

"Kathryn has been with Maven for 10 years and has a great deal of experience within the business," explains Barry McKeich, Sales and Marketing Manager at Maven Management. "She is expected to implement a new strategy to move the company forward over the next 3 years."

For more information call: 0845 3003303 or go to: www.maven.co.uk.

Maven Services

Maven Management is a full service market research agency and specialises in measuring customer satisfaction and employee engagement. "Our applications help our clients to measure and track customer satisfaction levels," says Barry McKeich. In addition, Maven's services help clients to identify & prioritise factors that drive customer loyalty, better understand and develop employee engagement and examine links from customer expectations back to employee behaviours.

Maven conducts all forms of ad-hoc research into corporate brands, products and services, using qualitative methods such as depth interviews and focus groups to determine and then measure, what different segments of a market expect and what is important to them. Maven then applies a quantitative approach to research the gap between their expectations and their perception of the service experience they receive from clients and their competitors. Key priorities emerge from identifying those issues where customers have high expectations and where a significant gap exists between their expectation and a company's performance. The clarity allows organisations to better target resources against those key performance gaps and measurable benchmark targets can then be set for on-going monitoring and understanding.

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About Maven Management Limited

Maven Management is a Market Research Agency specialising in Customer and Employee Satisfaction Surveys for the UK and Europe. Maven® Management is one of the ten largest agencies in the UK for continuous research. Maven offers a full range of research services and uses both qualitative and quantitative techniques to provide research solutions that add strategic value.

Maven specialise in Customer Satisfaction Surveys and surveys of Employee Satisfaction and Employee Engagement. Maven has a broad range of business and consumer research experience across all sectors and its applications include tracking customer satisfaction levels, identifying factors that drive customer loyalty, understanding employee engagement and all forms of ad-hoc research into brands, products and services.

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