



Leading provider of Customer and Employee Satisfaction Surveys in the UK announces it will change its name to Maven Research

Maven Management Limited, July 27, 2006

URL: <http://www.pr9.net/business/marketing/4171july.html>

Maven Research 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

PR9.NET July 27, 2006 - High Wycombe, UK – Maven Management Ltd, a leading full service research agency and provider of Customer and Employee Satisfaction Surveys in the UK announces that as of 3rd July 2006 it will change its name to Maven Research.

The change in name is seen as a reflection of the type of organisation that Maven is and loses some of the ambiguity that Maven Management portrays.

Barry McKeich, Sales & Marketing Manager has stated that "The change in name coincides with an overall brand review of the company and continues our development under the direction of the new Managing Director Kathryn Lewis. Our commitment to quality research provision across all of our major product areas – customer satisfaction research, employee satisfaction research, brand awareness etc. will be better portrayed, and hopefully understood by customers and colleagues, through our new title."

Maven intend launching a new logo and brand design as well as a new website design www.maven.co.uk in the next few days.

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

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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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