

EMPOWER

Unleash the power of global research.

Using 25 years of specialization and an award-winning approach to technology to improve the efficiency, enjoyment and quality of global research localization.



ENGINE



Hall & Partners

Long-standing partner
to some of the
world's biggest
insight enterprises.

Executive Summary:



INTEGRATION

EMPOWER offers its extensive expertise to develop bespoke and integrated multilingual localization services (written and spoken word).

SECURITY

EMPOWER provides a ring-fenced, GDPR-compliant solution ensuring data privacy and protection for qualitative and quantitative research participants.

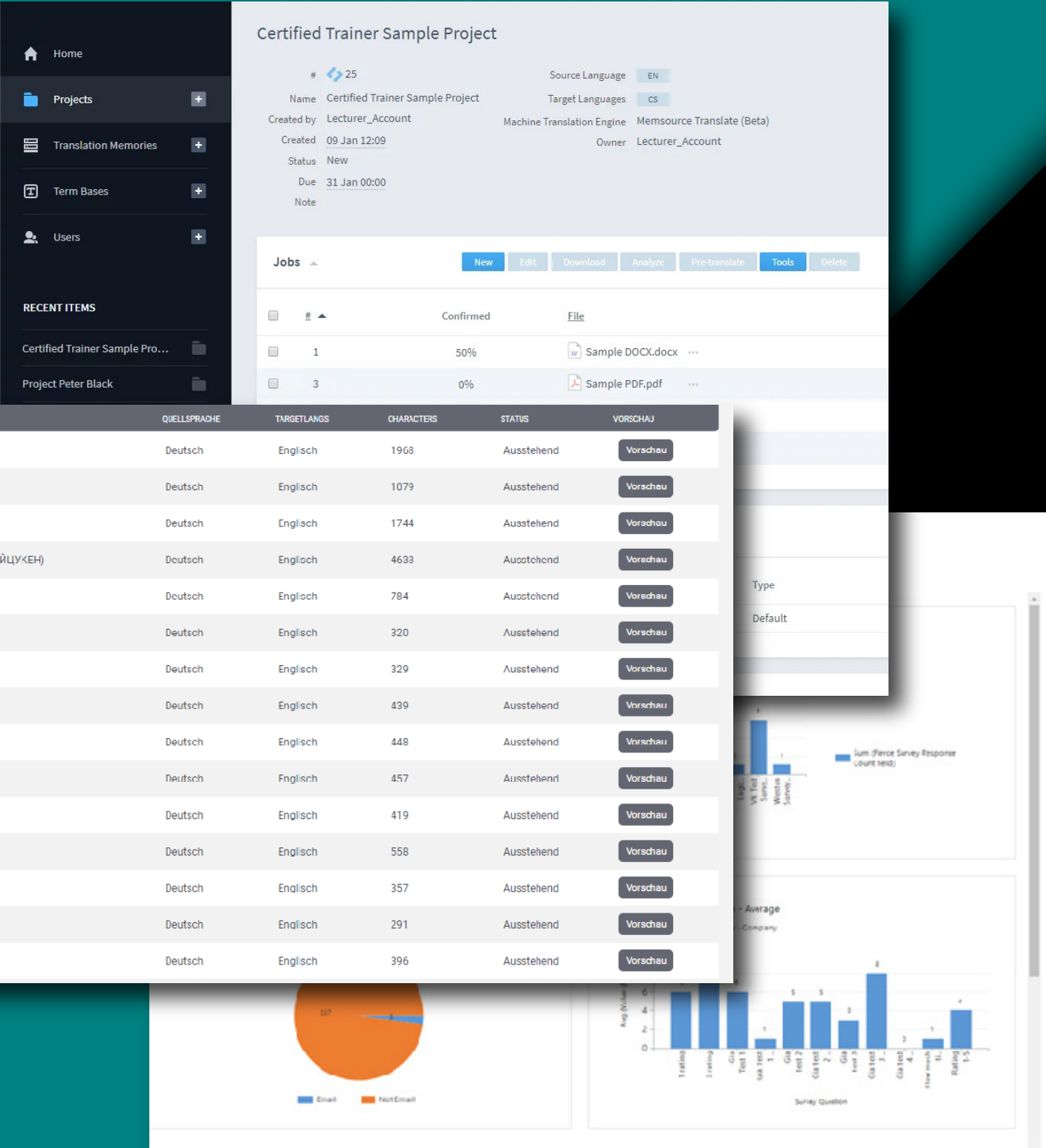
AI

EMPOWER continuously tests technology developments for speech-to-text, coding and machine translation software to ensure up-to-date market viability of processes.

DASHBOARD

EMPOWER's bespoke solutions include development of a customized dashboard platform that can be shared with all stakeholders and used for self-service project control, metrics and monitoring.





Functional Effectiveness: A Human Machine

At EMPOWER, we don't believe in technology for technology's sake.

We believe in technology with the human in mind. It should make insight professionals' lives easier and data better, which is why we aim to understand the intricacies of how you work before building bespoke, fully-integrated workflow solutions to ensure maximum functional effectiveness.

Alongside innovative use of APIs, platforms, portals and machine technology to continually improve efficiencies, our Cultural Intelligence system adds an extra layer of security for top-quality data, providing insights that help with reducing financial risk and managing client relationships.

Commercial Capabilities

Full-service localization and cultural consultation
across all research methodologies



**ALL LANGUAGES,
EXCLUSIVELY INSIGHT.**

QUANTITATIVE MATERIALS

- > Surveys & Screeners (online, CATI, CAWI, mobile)
- > Trackers and Pulse studies
- > Response handling (verbatim, OE coding & brand coding)
- > Healthcare/MedPharma surveys, trackers, patient diaries
- > Social Listening (social media, review scraping)
- > Survey platforms & technology

...and more

QUALITATIVE MATERIALS

- > Discussion guides & Screeners
- > AV translation, transcription & subtitling (focus groups, IDIs, Voxpops)
- > Online communities/forums
- > Simultaneous translation (interpreting for focus groups, IDIs)
- > Product/User-testing
- > Insight Industry marketing materials

...and more

A Peer-reviewed Partnership

EMPOWER's technology ensures ultimate consistency, and efficiently turns around updates using the same tone and terminology, with clear tracking and minimal client changes. Their in-country linguists' suggestions allow us to adapt our content culturally and the team are amazing, responsive and accommodating, especially for last-minute requests. We have complete confidence and appreciate them sticking with us through everything!

~ Ester Teras, Senior Project Manager @ Hall & Partners

When Engine went through a total review of all communication assets for a major multi-market healthcare client, EMPOWER became a partner not just a translation service. Their knowledge and input were invaluable and allowed smooth transition to the new regulations. They always look for a solution to provide assistance in a time- and cost-efficient manner, no matter the challenge.

~ Sharlynn Jacobs, Project Manager @ The Engine Group

The portal has proven an integral part of our client relationships with speed and efficiency. This tool works to set expectation on costs and timing. The implementation by EMPOWER to use this portal has strengthened our relationship with myself and my team, and we look forward continuing the use of our partnership with EMPOWER to grow the business. The seamlessness and great communication between my team and EMPOWER will only get better, which in this quick environment of research is a necessity more and more every day. .

~ Sam DePagter, Account Manager @ Ipsos



Meet Your Award-Winning Team



Ruth Partington
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Motor enthusiast and avid gardener

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