

100% uptime for the website, email and communication with customers for MAP – Marketing Research

MAP improved their reliability, business communications and customer satisfaction by switching to a powerful hosting solution and reliable email service from BGOcloud.



ABOUT MAP Marketing Research

Dating back since 1994, the company has been recognized as one of the most successful in the field of Marketing Research. It provides outsourced services to international clients in different disciplines like Consumer Research, Market Research, Customer Satisfaction, Customer Experience, and Public Opinion Polling. Taking care of more than 100,000 big and small international projects for the past 25 years, the company is still responsible for over 600 projects monthly. Entirely B2B, the company has huge amounts of business communication going through the mail server. Furthermore, the website should be running at all times.

CHALLENGE

“The high-quality and reliable web hosting service we needed from the start!”

– Elena Onbright, CEO of MAP Marketing Research

“MAP – Marketing Research” has been a client of one of Bulgaria’s biggest telecoms for almost 20 years. Even though the service provider has changed ownership numerous times in this period, MAP has decided to stick with it. As MAP has been operating largely on the American market, the times of the day which are the busiest for them are between 4 pm to 10 pm – time outside of the normal working hours. Since the company is operating on a 24-hour regime, the biggest challenge was dealing with the bad reliability of the service and the lacking customer support that the telecom has been providing. Reaction time in the “off hours” was not good enough so they needed to look for another solution.



THE SOLUTION

In the search for a more reliable service, MAP Marketing Research decided to entrust the hosting of their website and the mail communication to BGOcloud. Stable and reliable connection was needed, with a more trustworthy level 3 system administration of the company's server and domain. Customer support had to be available 24/7 so that if a problem occurred at any point of the day, they knew a helping hand was obtainable.

“The relationship with our clients has improved drastically. The quality of the service provided by BGOcloud has a lot to do with that, because we believe these things are interconnected.”, said Elena Onbright, CEO of MAP Marketing Research

Customer support has been always available and was a game changer for MAP Marketing Research.

“We just couldn't afford to be offline and the communication to be lacking. After the switch to BGOcloud was made, we no longer had to wait on the phone, with no solution to our problem on sight.”

Measuring the quality of the newfound service, MAP is also taking into account the improved system administration it has been receiving.

THE SUCCESSFUL PARTNERSHIP BETWEEN MAP MARKETING RESEARCH AND BGO CLOUD IS BASED ON:

- 24/7 customer support
- Top-notch level 3 system administration
- Reliability
- Cost efficiency



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Key Takeaways

- **100% uptime** of the hosting service
- **100% uptime** of the email communications
- **Speed and reliability**
- Expert **technical support**, which is always on time

Industry

Marketing Research

Business Needs

For MAP Marketing Research the online presence and online communications are vital for the business success. They need 100% uptime of the hosting and email service.

Solution

Web Hosting, Email Hosting, Managed Services and Support

BGOcloud is a premium web hosting provider. With a sophisticated portfolio of high-quality hosting solutions, outstanding customer support and a comprehensive set of advanced services, we take your web hosting to a whole new level!

We do care for helping companies worldwide in achieving an outstanding online presence.

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