

ALLIGATOR

Coronavirus – a statement from Alligator’s Managing Director, Suzy Hassan

First and foremost, we hope you and your loved ones are well.

These are unprecedented times for all of us and, like you, we are having to adjust to a rapidly evolving situation.

We wanted to reassure you regarding our Business Continuity Plans. There has been limited impact to date on Alligator’s business operations. We have excellent relationships with our panel partners, and we have seen minimal reduction in panel participation. We are able to continue to blend selected sample sources together for individual projects. This enables us to prepare for the anticipated increased demand for online research, ensuring that we have ample respondents available. Alligator is also experienced in a range of other data collection techniques, enabling us to assist with either running a mixed methodology project or migrating completely to online.

We have coped very well with the move to remote working, and are keen to play our part in slowing down the spread of the virus. Our information systems and data storage are secure, and a range of communications platforms are enabling us to maintain close relationships with staff, clients and partners.

We are here to do all we can to help and support you. Please do not hesitate to contact me or your usual contacts if you have any questions or concerns or just for a chat.

On behalf of us all at Alligator, we wish you and your families and your businesses and organisations well at this difficult time.

Suzy Hassan

