



Penguin
Random
House

Crowdscope



FOR IMMEDIATE RELEASE

Silverman Research wins Penguin Random House HR brief

KEY POINTS

- Penguin Random House £2.4 billion merger in 2013 creating world's biggest publisher.
- Silverman Research hired for ongoing brief across a wide range of PRH internal functions.
- Crowdscope is a pioneering online survey and discussion tool created by Silverman Research.

SOCIAL MEDIA

Silverman Research
(@Silverman_R)
www.crowdscope.com

NEED MORE INFO?

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Penguin Random House, the world's biggest book publisher, has retained collective intelligence company **Silverman Research** and their new real-time survey and discussion tool **Crowdscope**, for a range of projects throughout 2016, it was announced today.

Silverman Research, based in **London's Tech City** in Shoreditch, launched their innovative tech start-up **Crowdscope** at the beginning of 2016.

Claire Thomas, Head of Organisational Development for **Penguin Random House** said, "We like to do things differently at Penguin Random House and Crowdscope offered us the perfect opportunity to do so. Turning the traditional employee survey on its head with its innovative use of technology, we've been able to gather real-time data through organisational wide conversations which have led to deep insights and, importantly, crowd sourced ideas and suggestions. If we are looking for employees to engage with an organisational question and an opportunity to share their feedback and ideas, we use Crowdscope. It's quick, simple, different and highly effective at ensuring the key messages come to the fore'.

Silverman Research, whose offices lie adjacent to **Silicon Roundabout**, already works with some of the world's biggest organisations including **Unilever, Deutsche Bank, Prudential, British Gas** and **Booking.com**.

Crowdscope's pioneering technology creates a new way of interacting online. It is a self-organising, visual environment based on the principles of social media that can harness the collective intelligence of large groups of people.

Michael Silverman, Founder of **Crowdscope** and MD of **Silverman Research** said, "Traditional surveys and discussion forums are becoming outdated in our increasingly connected world. Unstructured feedback is growing in prevalence, but discussion forums that present comments in lists are not equipped to deal with large communities – they are impossible to navigate and do not ensure all posts receive equal attention. The solution is to represent discussions as interactive visualisations so that participants are provided with a more engaging and transparent experience. We believe that Crowdscope is an important tool for anyone who wants to gain insight from group conversations and harness collective intelligence. We are delighted to be working with **Penguin Random House**."

Editor's Notes

Penguin Random House

The merger between Penguin and Random House in 2013 created the world's biggest book publisher with a value of £2.4 billion. Penguin Random House employs more than 10,000 people globally across five continents. It comprises almost 250 editorially and creatively independent imprints and publishing houses that collectively publish more than 15,000 new titles annually. Its publishing lists include more than 70 Nobel Prize laureates and hundreds of the world's most widely read authors.^[3]

www.penguinrandomhouse.com

Crowdoscope

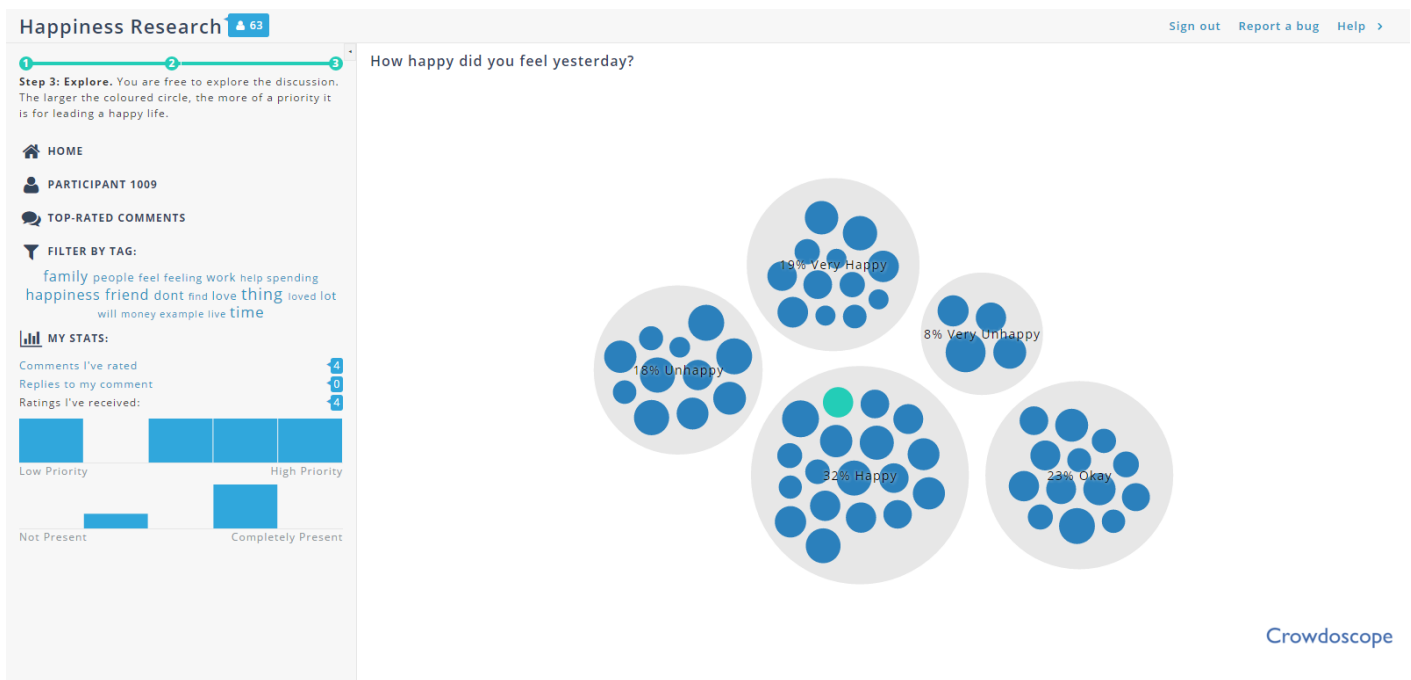
Tech start-up founded in Shoreditch 2016. Crowdoscope is a collective intelligence tool that encourages the sharing and discussion of key topics, allowing participants to shape the topic of conversation through comments, ratings and responses to other user's answers. In this way, Crowdoscope facilitates and encourages key issues and opportunities within a group to be exposed and discussed.

www.crowdoscope.com

Silverman Research

Silverman Research specialises in the development, implementation and analysis of systems that give rise to Social Collective Intelligence: networks of people and computers acting together. Founded by psychologist Michael Silverman in 2010, Silverman Research works with some of the world's biggest organisations to harness the social collective intelligence of employees, customers and consumers. For more information visit

www.silvermanresearch.com.



Example Crowdoscope screen shot