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New “Jicco” Search Engine Offers Instant Answers to Pressing Retail Questions

Field Agent Unveils Jicco, The On-Demand, Retail Search Engine

Fayetteville, Arkansas: Mobile solutions firm Field Agent today unveiled a groundbreaking new search engine designed to furnish companies with “instant answers to pressing retail questions.” The first platform of its kind, *Jicco* will change how companies obtain real-time answers about store-level promotions, pricing, on-shelf availability, competitive activity, and shopper sentiment.

“Professionals across the retail and branded goods industry are strapped for time and under considerable pressure to have all the answers,” said Rick West, CEO and co-founder of Field Agent. “We’ve merged our efficient mobile crowdsourcing system with a simple search engine interface to create the world’s fastest way to get real answers from the field.”

Currently in beta testing with plans to roll out nationally in April, *Jicco* is already being used by hundreds of brands, retailers, and agencies to acquire on-demand answers from stores across the country.

According to West, *Jicco* harnesses Field Agent’s retail expertise, proven technology, and all-mobile “crowd” of one million shoppers to more quickly connect companies with their widespread products and operations.

“*Jicco* has been in the making for the last seven years,” he said. “In that time we’ve built an extensive mobile crowdsourcing system, which *Jicco* will now leverage to answer store-level questions with unprecedented speed and ease.”

Users will simply visit gojicco.com, type in a basic question about in-store conditions, and, within minutes, watch as photos, information, and shopper feedback begin streaming in from stores. Sample questions include “What’s the price of store-brand toothpaste at Kroger?” and “What signage stands out most in the baby products aisle at Target?”

A limited number of beta testers are currently using the search engine. To try *Jicco* yourself, visit gojicco.com to join the waiting list.

About Field Agent: Field Agent created the mobile crowdsourcing solution for the retail and branded goods industry in 2010, and has defined the space for seven years. Awarded 2016 “Mobile Research Agency of the Year” by MRMW, Field Agent leverages its global network of over one million app users to connect businesses with fast, reliable information. [Visit the Field Agent blog](#), named by Feedspot one of the top 10 market research blogs on the planet, for more information on the *Jicco* search engine and location-based mobile audits and research.

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