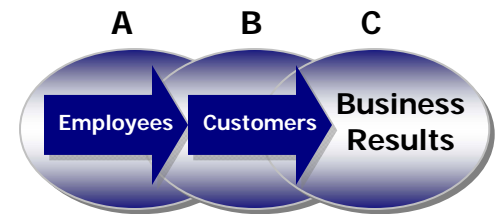


Survey Services at EASI•Consult® are designed to bring you the fact-based, actionable information about your employees and customers to enhance your business performance. We know success depends on the design of a rigorous process and implementation of a meaningful plan. **Our consultants are experienced professionals who are prepared to collaborate with you *in your terms* to reach your goals.** We work with you from end-to-end research design, execution and implementation, where we do it all, to leading and coaching your team through a rigorous process, to creating and administering your own surveys.

## ▲ABC's of Employee and Customer Surveys

We utilize a simple, yet powerful framework for guiding our survey development efforts. Our rigorous process allows you to link individuals' **A**ttitudes (motivation) to their associated **B**ehaviors, and ultimately to the corresponding business **C**onsequences. For example, disgruntled employees often lack the motivation necessary to effectively serve customers and in turn negatively impact customer satisfaction, loyalty and business results.



Our methodology enables us to identify “cause & effect” relationships between people, processes, technologies and customers, to identify the key drivers to business performance. The most effective survey programs excel at creating actionable data which can be integrated with other sources of information for recommendations to enhance business performance.

## ▲Employee Surveys

Employees are a key source of information for your organization, not only for how they are feeling about their work, but also for where and how the work environment can be enhanced and strengthened. Accordingly, we have a variety of instruments to rigorously capture this information and to channel it towards positive, constructive recommendations to both enhance the work environment and drive positive business results. Instrumentation covers areas including:

- Employee needs/req'ts (e.g., performance management, benefits, salary/compensation, etc.)
- Employee satisfaction, engagement and commitment
- Organizational climate, culture and values

## ▲Customer Surveys

Like employees, customers are also a critical source of information. Customer surveys can provide the most important and objective source of feedback about the quality of an organization's products and services. We offer a suite of products to capture and share this information.



- Qualitative research methods for design
- Customer service, complaint handling processes
- Relationship and branding related survey instruments
- Customer satisfaction, loyalty

## ▲Action Planning & Implementation

Our business philosophy embodies a clear value: we not only assist organizations with measurement strategy, design, and execution; **we provide guidance on implementing actions to achieve results.** We do not consider our job done until the implementation process is complete.