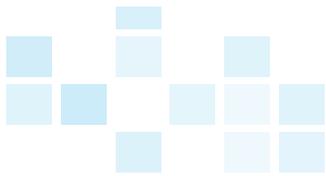


infosurv



EMPLOYEE SURVEYS | CUSTOMER SURVEYS | MARKET RESEARCH

infosurv

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www.infosurv.com

Infosurv, Inc. was founded in 1998 and has since established itself as a leader in the field of customer, employee, and B2B/B2C market research surveys. A privately held corporation headquartered in Atlanta, Georgia, we have conducted hundreds of surveys for clients around the world representing dozens of industries.

Our experience and expertise have made us the trusted survey provider to over 300 clients including Fortune 500 corporations, major government agencies, national associations, small businesses and non-profit organizations. The names listed below are just a small sample:

Our client list includes such recognizable names as:



OUR PROMISE:

We develop solutions based on a deep understanding of your needs/problem.

We're easy to work with - and proactively check in to ensure we're keeping our promises.

We deliver what we promise - or make it right if we haven't.

It's our mission to create a customer experience so smooth and survey deliverables so insightful, that selecting Infosurv as your online research vendor is an easy choice. We've successfully accomplished this mission with over 300 clients. See our Top 100 Client Testimonials for proof.

At Infosurv we believe that high-quality research data is not incompatible with speed, affordability, and service. Of course our clients expect reliable data and insightful recommendations - but we consider that just a starting point. What sets Infosurv apart is our responsiveness and flexibility to client needs, fast project-turnaround and competitive pricing. How do we manage to offer high quality data, speed, affordability, and client service? Here's our process:

Data Quality: We hire, train, and develop highly exacting researchers, project managers, analysts, and technical experts and then setup redundant quality assurance processes to assure consistent data accuracy and zero defect deliverables. As you make multi-million dollar business decisions based on survey results, data quality is non-negotiable.

Speed: We are well-known for our speedy project turn-around times and responsive client service. Since we are highly specialized and efficient when it comes to online research, we can turn around research projects in days that take our competitors weeks. Responsiveness to our clients' needs is a core value central to our culture.

Affordability: Two words: efficiency and technology. Infosurv conducts many more research projects per year than most firms our size, so our staff never sits idle. We also leverage technology much more than other research firms, which improves our operating efficiency and lowers costs.

Service: No one can speak to our level of client service better than our clients, and in our most recent client satisfaction survey, they spoke volumes. Our clients rated their overall satisfaction with our firm at 9.5 on a 10 point scale and consistently cited Infosurv's professionalism, speed, and commitment to their project. But you don't have to take our word for it - our Top 100 client testimonials tell it all.

OUR PROMISE IS A BOLD ONE, BUT WE KNOW WE CAN KEEP IT.

OUR PROCESS:

THE INFOSURV EXPERIENCE™

The Infosurv Experience™ is our research process that produces superior results for Infosurv clients. The process includes a series of internally-developed “best practices” refined over more than a decade of conducting online research. To maintain its position as a thought leader, Infosurv continually studies the latest academic research and conducts its own internal studies. We incorporate the findings of this research into our survey process, which currently includes 68 checkpoints that our project managers follow with every client.

Here is what the Infosurv Experience™ means to you as a client:

- A proven structured process will be applied to your project and every step followed along the way
- A project timeline and deliverables checklist is established at project kick-off to assure that all goes according to plan
- Regular communication with your project manager is built directly into the process to avoid miscommunications
- Your survey instrument is designed according to exacting modern market research standards
- Industry best practices are applied to your survey administration to optimize response rates and user experience
- A range of statistical analysis techniques are applied to your survey data to assure data-backed conclusions
- You benefit from Infosurv’s many years of research and experience conducting surveys

All of our service packages include the Infosurv Experience™ standard. This survey process is divided into three stages:



Design



Administration



Analysis

Design

Infosurv's survey design process involves close coordination between key client representatives and their core Infosurv project team (Research Sales Consultant, Project Manager, and Research Analyst.) The end result is a customized survey tailored specifically to your information needs and strategic objectives. Alternatively, if you have an existing survey draft your Infosurv project manager can review it, suggest revisions based on years of research experience and optimize the survey instrument for Internet, telephone, fax, or paper administration. Infosurv offers questionnaire review standard to all clients to assure instrument validity, reliability, and bias reduction.

* Standard questionnaire review service includes up to 3 hours of Infosurv Project Manager time.

* Full questionnaire design by core project team with up to 8 hours of collaborative consultation available for an additional fee.

If you don't have an existing survey draft, Infosurv will create a survey questionnaire "from scratch" tailored specifically to your organization's information needs and strategic objectives.

The image displays three overlapping survey design examples. The top survey is titled "INAUGURAL EO-ATLANTA ECONOMIC SURVEY" and includes the text "Survey Provided by Infosurv and EO Atlanta". The middle survey is for "PROFIT CREW SURVEY" by "CLEMSON UNIVERSITY" and "Construction Journal", with the subtitle "Best Practices for Operational Excellence". The bottom survey is for "Allegro™" and includes a "General" section with three Likert scale questions: "Overall, how satisfied are you with Allegro?", "How likely are you to recommend Allegro to a friend or colleague?", and "Are you a current AUG member?".

SURVEY DESIGN SERVICES INCLUDE:

- Survey questionnaire design consultation by Infosurv core project team or questionnaire review by an experienced project manager
- Customized survey URL (e.g. www.yoursurvey.com)
- Customized online survey with client logo and colors or blind market research survey using an Infosurv template
- Professional, attractive and user-friendly survey design
- Built-in respondent screening to assure all demographic criteria are met
- Page-level branching logic to assure respondents are shown only relevant questions
- Response verification to assure all required questions are completed
- Save-and-resume feature to allow users to save and later resume a survey
- Multiple language survey versions (additional fee)
- Surveys may include response grids, radio buttons, drop-down list boxes, check boxes, choose many list boxes, ranking questions, numerical response fields, and paragraph response fields.
- Access to PhD research consultants for complex research & survey elements

Administration

Once the design phase is complete, Infosurv consults with you to determine the best security level, incentives, deadlines, and respondent notification method for your particular project. We help you with every decision along the way to make the process as easy and stress-free as possible.

A secure online survey is paramount to collecting the true sentiments of customers, potential customers, or employees. Since insecure surveys can be subject to “ballot-stuffing” by disenfranchised respondents thus biasing survey response averages, Infosurv has developed proprietary methods to protect the security of your survey while still maintaining respondent anonymity.

Infosurv has developed a unique Personal Access Code (PAC) system, which can virtually guarantee against duplicate or unauthorized responses, while maintaining 100% respondent anonymity. Infosurv protects the anonymity of your survey respondents by stripping response data of all identifying information, including Personal Access Codes, before passing along survey results to the client.

A high survey response rate is necessary to control costs, produce statistically precise data, and provide actionable survey results. Over the years, Infosurv has identified various techniques to maximize survey response rates and effectiveness.

For online surveys, personalized email invitations are sent to each respondent with simple directions for accessing and completing the survey (website links or postcard invitations are also available). Each of your employees or customers are assigned a unique Personal Access Code (PAC) embedded into their survey link. With this code, we can not only recognize when the respondent clicks on their link to access the survey, but can also automatically identify them, validate their response, and even assign them to a specific demographic subgroup for analysis.

Telephone surveys are setup exactly as online surveys, except a friendly call center operator completes the survey online with respondents on the phone rather than the respondents completing it directly.

Alternate Administration Methods

- Telephone
- Direct Mail
- Paper
- Email
- IVR
- Kiosk

Administration

Infosurv offers an array of unique services designed to help you achieve the maximum survey response rate possible. These include two rounds of friendly, personalized email reminders to uncompleted respondents, list management services including processing invalid or bounced email addresses, and attractive respondent incentive programs. Another distinctive feature is our secure, real-time 24/7 reports menu which allows you to log-in via a secure link to track current survey response rate, observe preliminary results, and even download an updated raw data file.

For customer survey projects, we provide access to a real-time “red alert” report which flags any survey respondent requiring immediate assistance or follow-up. This allows you to quickly identify dissatisfied customers and address their concerns before they have a chance to defect. Infosurv can include customer phone numbers and email addresses on your red alert report to help your customer service representatives contact these customers within hours after they’ve submitted feedback.

For market research clients who do not have a list of predetermined respondents, we provide a list of pre-screened, invitation-only, valid survey respondents. Infosurv guarantees our clients that all survey quotas will be met at a fixed cost per completed survey. Both B2C and B2B samples are available.

In a recent client poll, our average overall client satisfaction rating exceeded 9.0 on a 10 point scale!

Our clients consistently remark how their experience with us exceeded expectations in terms of professionalism, responsiveness, technical expertise, and insightful analysis.

SURVEY ADMINISTRATION SERVICES INCLUDE:

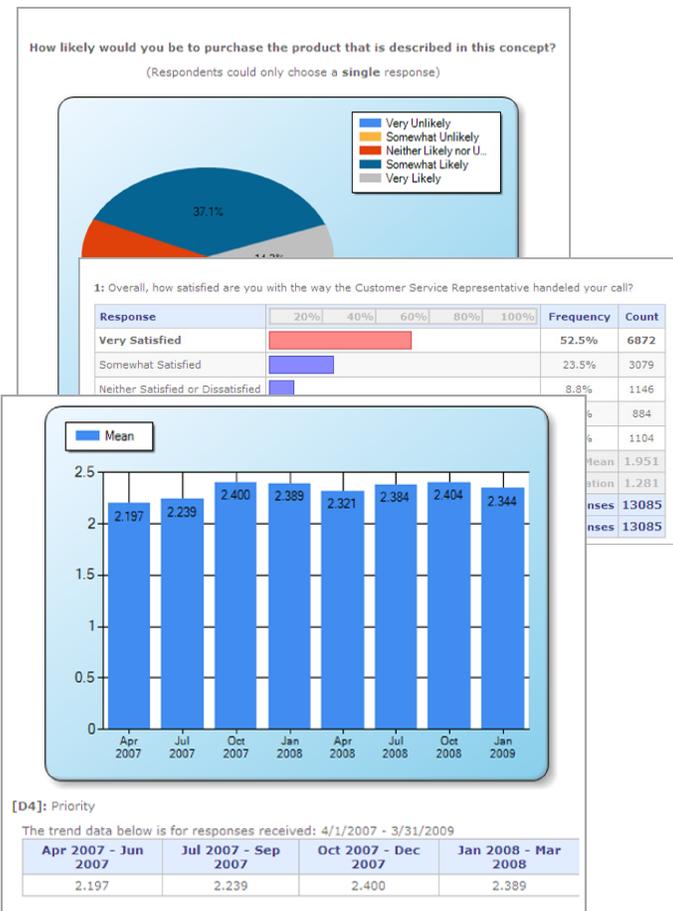
- Targeted respondent sampling (for market research surveys)
- Consulting services to determine best security level, incentives, timeline and notification methods
- Survey hosting on Infosurv’s state-of-the-art server (online only)
- Infosurv Secure Upload feature to transfer customer or employee lists in a secure, encrypted environment
- “Red alert” report for customers surveys
- Survey pre-test and validation with up to 15 test respondents
- Integration with CRM software packages
- Personal Access Code (PAC) level security for optimum security and anonymity
- Personalized survey invitation to each survey respondent with link-embedded Personal Access Code (PAC)
- Full technical support for respondents
- List management services including cleansing for duplicate, invalid, bounced and opt-out addresses
- Friendly, regular email reminders to uncompleted respondents or personal messages on their home or business voicemail
- Secure real-time, 24/7 access to survey results during survey administration (available by demographic sub populations)
- Screening of duplicate/unauthorized responses
- Administration of respondent incentive program including official rules composition and prize distribution

Analysis

We take your survey results from raw data to actionable insights.

Now that your survey results are in, you need easy access to the most important, relevant and actionable insights for your organization. Infosurv can help by providing a wide range of survey analysis solutions to match every need and budget. Our in-house data analysis staff and research consultants are trained to turn your raw survey responses into meaningful and actionable conclusions. All of our reports can be "cut" by respondent subgroups or time periods to highlight the most relevant information for each department or division within your organization. Infosurv can also provide survey benchmarking against normative data.

Reports are available in HTML, Adobe PDF, Microsoft PowerPoint, Microsoft Excel or Microsoft Word formats. For do-it-yourselfers, we can also provide raw data in Excel, Access or SPSS format. You retain full rights to all data collected.



Our standard computer-generated analysis reports with secure real-time, 24/7 access are designed to provide a variety of statistical, graphical and verbatim results summaries. We also offer a variety of custom analysis solutions including banner reports, custom Excel spreadsheets, etc.

Action Planning and Implementation

Many Infosurv clients want more than survey results and recommendations - they want to take action. For those clients who would like professional assistance with planning next steps within their organization and/or implementing change, Infosurv's team of specialized researchers and consultants can provide on-site results presentations and management consulting services to help you take your survey results to the next level.

On-Demand Business Intelligence

The reports you need, when you need them.

Infosurv also offers one of the most advanced business intelligence tools in the industry. Our platform allows you to login to our secure server at any time to access your survey data directly, even while your survey is still in the field. You can run advanced, interactive real-time reports and queries, showing current survey response rates and results.

These real-time time reports may include Statistical Summaries, Bar graphs, Pie Charts, Cross-tabulations, and Email Campaign Analytics. You have the flexibility to format your reports exactly as you desire with personalized fonts and color schemes and to query and filter the response data according to your specific needs. You will also have the ability to view the results by individual respondent subgroups, such as specific age groups, geographic locations, employee divisions, customer segments, etc.

Once a report is generated, you can save it to your computer in Word, Excel, Power Point or PDF format. You also have the option to save and publish it online to share with co-workers, analysts or clients.

Staying on top of your survey results has never been easier. Please contact us for a live demonstration.



Survey Analysis Options

Raw data in Excel, Access, or SPSS importable format with *real-time 24/7* access (client retains *full rights* to all data collected)

Choose from these 6 Basic Report Types:

- Count and Percent Report
- Count and Weight Report
- Bar Charts Report
- Text Responses Report
- Crosstab Report
- All Responses Summary Report

INFOSURV INSIGHTS REPORT

(Microsoft Word or Power Point format available)

A customized, professionally-designed report which provides executives with a concise summary of the most significant findings of the survey.

Typical Report Outlines Include:

- 1) Background & Objectives**
Provides clear understanding of the research framework and expected outcomes
- 2) Executive Summary**
A concise, high-level overview of the research results addressing the objectives and providing data-based conclusions.
- 3) Detailed Findings**
Complete overview of data summarized in clear, easy-to-understand charts, graphs, and text.
- 4) Appendix**
Compilation of supporting data, background information, copies of questionnaire and other supporting documentation.

Types of Analysis Provided

- 1) Gap Analysis**
Compares the data from your current survey to benchmark data from either previous surveys you have conducted or from normative data sources
- 2) Key Driver Analysis**
Illustrates the attributes have the greatest impact on overall satisfaction or preference and provide management with direction as to what actions are most likely to improve sentiment
- 3) Correlation & Regression Analysis**
Utilizes our proprietary statistical methodology to predict which individual factors of satisfaction have the greatest effect on overall satisfaction

When necessary, Infosurv can draw from its pool of PhD-level consultants for more complex multivariate analysis techniques such as conjoint, discrete choice, factor, cluster, discriminant, etc.

Pricing

Creating value is our mission.

Infosurv pricing is designed to be simple and flexible so that you can better understand how total costs might change under a variety of scenarios. The specifications for your project are reviewed and a custom price is estimated to provide you with the best value research possible.

RESPONDENT SAMPLING

Infosurv provides targeted respondent sampling services for market research clients without a list of potential survey respondents. We sample respondents through a number of private survey panels and guarantee the target number of responses. Both B2C and B2B samples are available.

WANT A CUSTOMIZED PRICE QUOTE? CALL US AT 888.262.3186 OR 404.745.9255

Client Testimonials

Although we are confident that we offer the highest quality, fastest, and most affordable market research services in the industry, please don't just take our word on it. Below are a few samples from our long list of glowing client testimonials. Please ask your Infosurv Sales Consultant for our "Top 100 Client Testimonials" document and reference list.



“Very smart people working on the project -- they provided great insight and brought experience to the project. Sales person was very prompt and the team was able to respond quickly to the changing project requirements”

–Senior Marketing Manager, RSA Security



“We’ve worked through a lot over the last year and have come a long way with our engagement survey and online portal. Our project team has been a pleasure to work with and are truly focused on the customer experience. ”

–Sr. Director, Organizational Development & Learning, Choice Hotels

Our Core Values

We're accountable for delivering superior client results through individual effort, team collaboration & shared responsibility.

We work hard to earn the trust of our clients and each other. To keep this trust alive we maintain the highest standards of integrity, ethics, open communication and practice The Golden Rule.

We measure and reward performance for every employee in every role and share the fruit of our company's overall success. We celebrate our milestones and achievements along the way.

It is only through working hard and working smart that we can simultaneously deliver quality, speed, affordability, and service to clients. If we focus on our work at the office, we can also maintain an excellent work/life balance.

We know that innovation is the path to a superior client experience and superior business results. We're always finding ways to improve.

The logo for Infosur, featuring a stylized lowercase 'i' with a dot, followed by the letters 'n', 'f', 'o', 's', 'u', 'r', 'v' in a bold, serif font. The letters are black with a slight shadow effect, giving them a three-dimensional appearance. The background consists of a grid of light blue squares of varying shades, creating a textured, modern look.

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