



# DEEPER INSIGHTS. WISER DECISIONS.

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Employee Engagement | Customer Feedback | Marketing Insights



# THERE ARE MANY MARKET RESEARCH FIRMS THAT CAN HELP YOU EXECUTE A SURVEY.

"Infosurv took the time to understand our unique employee population, had a well-organized project plan and executed it flawlessly. Thank you for a great experience on our employee survey!"

**Vice President, HR**  
Transcend Services, Inc.

## We partner with clients who **want more.**

You want a **proven expert** who can think about your entire business and help you make deeper connections between your data and your most pressing business challenges.

You want a **guide** who's walked in your shoes, understands how much you're juggling, and delivers the information you need on-time, on-budget and on-point.

You want a **partner** who treats your business as though it's their own, offering the insight and recommendations you need to make strategic and impactful decisions.

### Sound familiar? Let's explore how we can support you.



# LET'S START WITH...

"Very smart people working on our market research survey—they provided great insight and brought experience to the project. They were able to respond quickly to our changing project requirements."

**Senior Marketing Manager**  
RSA Security

## Integrated insights

We can help you **connect the dots** between your employee, customer and market research. (For example, can your customer satisfaction findings improve employee training, as well as customer loyalty?) We think beyond the project at hand, so you can make decisions that truly improve business performance.

## Decades of expertise

There are many ways to go awry in market research, from asking the wrong questions to misinterpreting your data. We bring many decades of collective research expertise to each project, ensuring it's administered correctly and reliably, and **your data can be trusted**.

## A custom approach

We aren't here to push you into an off-the-shelf survey. We're here to listen and help you figure out how **the best way to achieve your objectives**, using our deep knowledge of diverse survey methodologies. If we don't think we can help you achieve your goals in the right way, we'll respectfully refer you to other resources.

## A hassle-free experience

Time. You don't have enough of it! That's why we stay up-to-date on the **latest research tools and methodologies**, keeping you up-to-speed. That's why our project managers ensure you're **on schedule, on scope** and feel informed. That's why we respond with **lightning speed** when you have a need. (All reasons our clients love to partner with us!)



# SHOULD YOU CHOOSE A RESEARCH FIRM THAT SPECIALIZES IN EMPLOYEE, CUSTOMER **AND** MARKET RESEARCH?

## Taking **BIG** out of “big data”

Think of our approach as a way to put big data into action in a manageable way. We're linking disparate sources of data to uncover insight and drivers that can affect many aspects of your business.

## Yes, if you want to improve business performance.

We give you the project insights you need, while always keeping your overall business in mind. Our integrated approach finds the relationships among your employee engagement, customer satisfaction, consumer attitudes and profitability.

We'll help you show **you're thinking beyond departments or internal silos**, and highlight the strategic value you bring to your organization.

## And we make it easy for you.

To minimize work for you, we leverage the research data your company already has, making connections among your existing projects.



# HERE'S AN EXAMPLE OF HOW OUR APPROACH WORKS.

"Infosurv's reports were easy to understand, and the data were compiled in ways that helped us identify areas to focus on for improvement. This survey has become a valuable tool for determining how we can better satisfy our customers."

**Quality Manager**  
Wärtsilä

## Let's say you want to run an employee engagement survey.

We'll ask to review research data that you may already have, such as customer satisfaction data, other employee research or social media analytics. (If you're a new client, we're happy to do an initial research audit, including an on-site visit.)

As we gain an understanding of your business and data, we:

- Can bring **new questions** into the discussion (and into your research).
- May recommend an **alternate approach** based on data you already have.
- May recommend **optional, future research** that can fill a hole and give you a more complete picture of your business.
- Can look for **important correlations** between employee engagement and other areas of your business. We won't just tell you, "These are the areas you need to improve." We also can show you how your employee engagement is affecting areas such as customer loyalty, brand perception or even quarterly revenue, and make real, ROI-based recommendations.



# OUR PROVEN PROCESS

We're happy to guide you through the full process or simply one or two steps.

1

## OBJECTIVES

We transform your business objectives into a research design that achieves your goals in the right way. We also review existing research to identify gaps in data, avoid duplication and gain a more complete picture of your business.

2

## DESIGN

We help you compose a highly relevant survey that offers valid conclusions and can improve your business. We also provide guidance on who to interview and how many interviews to conduct. You'll know your results are statistically reliable and you've made the smartest use of your budget.

3

## ADMINISTRATION

We consult with you to identify the best security level, incentives, deadlines and respondent notification method. We also can share best practices on how to maximize survey response rates. We help with every decision, so the process is as stress-free as possible.

4

## ANALYSIS

We transform your survey results from raw data into actionable insights, making connections with other data sources, where possible. Even if we use a sophisticated statistical analysis, our reports will be easy to read and understand, focusing on your objectives and business issues.

5

## APPLICATION

We're happy to partner with you to plan next steps in your organization and figure out the best ways to implement change. We can provide on-site result presentations and management consulting services, so you feel fully supported.



# OUR SPECIALTIES

**We're always looking for the latest research methods.**

In fact, it's so important to us that we've built it into our employee salary structure. All our employees attend market research, human resource and marketing conferences, and our project managers participate in continuing education courses.



## Employee engagement

We go far beyond data, helping you accurately assess, analyze and develop action plans for just about anything that relates to your work environment, including employee satisfaction, retention, culture and climate, and brand understanding. Using advanced analytics, such as our proven **Employee Engagement Model**, we're happy to consult with you on how to increase engagement.



## Customer feedback

We work with you to understand what you're trying to accomplish and the best research method to get there. Using advanced analytics (such as "derived importance" and regression analyses), we can pinpoint the factors that play the biggest role in your customers' overall satisfaction. It's a **high level of strategic insight**, and it allows us to better recommend how to use your data to improve your business. We're also happy to customize our reporting solutions for your needs.



## Marketing insights

You need solid, actionable information to differentiate your products and services, fend off competitors and drive competitive advantage. We use **our research design expertise and our best-in-class methodologies** to give you the data and insight you need in the most efficient way possible. When we combine your market knowledge with our research expertise, we can uncover actionable information that will help drive wise business decisions and make an impact on your market.



WE VALUE EVERY  
ONE OF OUR CLIENT  
RELATIONSHIPS –  
LARGE AND SMALL.

And we treat your  
business as our own.

We're honored to have earned the trust of global organizations. But our passion is working with small- to mid-sized organizations.

As a small and nimble company ourselves, we know how important it is to move quickly, be attentive to your needs and prove we value your time. When you partner with us, **you'll feel like you're our only client.**

### National brands:



### Regional and local brands:



"Infosurv provided prompt attention to requests and insightful analysis of responses on our customer survey. I appreciate your quick responses to questions and your willingness to tailor findings to our needs."

Public Communications Liaison  
High Performance Technology, Inc



# THERE'S MORE TO OUR EXPERTISE THAN JUST NUMBERS.

(Though, you benefit  
from the numbers too!)

- **65+ years** of collective research experience on each project
- **6.6+ million** completed surveys
- **15+ years** in business
- **350+ delighted** clients

## It's the experience you have with us.

We'll never bring out a veteran researcher to win your business and then turn you over to rookies. All of our team members bring years of professional experience and training to your project.

Our leadership has walked in your shoes "on the client side." We understand your politics, your budgetary and administrative pressures, and the need to be flexible.

### We're an active member of:



### We comply with the published Code of Marketing Research Standards of:



# YOUR INVESTMENT

Every survey project we complete is customized to your needs, so your investment can vary. With that said, 95 percent of our projects range from \$6,000 to \$30,000. We're happy to explore your needs and create a custom quote for you.

# CONTACT US TODAY

If you want to make smarter, data-driven decisions for your business, we're happy to answer your questions, discuss an upcoming project or provide a custom quote. We'll respond to your call or email within one business day, if not sooner.

**Call: 888.262.3186 or 404.745.9255**

**Write: [sales@infosurv.com](mailto:sales@infosurv.com)**

**Visit: [www.infosurv.com](http://www.infosurv.com)**

"Extraordinary project and great support. Very grateful for your service and support on our market research survey."

**Sales Force Effectiveness (SFE) Analyst**

Johnson & Johnson



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