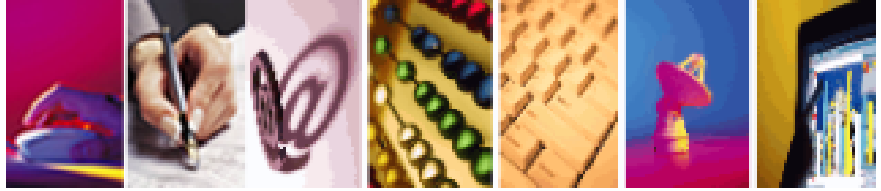


# PeopleSurv

## Optimising Feedback



WE PROVIDE A COMPREHENSIVE SERVICE FOR OBTAINING AND UTILISING FEEDBACK FOR ALL SORTS OF APPLICATIONS. WHETHER IT'S FEEDBACK FROM EMPLOYEES AND CUSTOMERS OR MANAGING REGISTRATION PROCESSES FOR MEMBER ORGANISATIONS, WE OFFER A RANGE OF FORMATS THAT CAN BE EASILY ADAPTED AND ADDED TO, MINIMISING THE INITIAL SET-UP COSTS AND TIME. FOR ORGANISATIONS WITH MORE SPECIFIC REQUIREMENTS, OUR EXPERIENCED CONSULTANTS OFFER A COMPLETE BESPOKE DESIGN SERVICE.

OUR SOLUTIONS FOCUS ON DELIVERING THE FOLLOWING KEY ASPECTS TO SUCCESSFULLY SECURE AND UTILISE FEEDBACK.

- SURVEYS DESIGNED TO ENSURE FEEDBACK IS VALID AND INFORMATIVE
- ACHIEVING HIGH RESPONSE RATES
- ASSURING CONFIDENTIALITY OF INDIVIDUALS' RESPONSES
- RAPID COLLATION AND REPORTING OF RESULTS
- BENCHMARKING OF DIFFERENT BUSINESS UNITS, DIVISIONS AND TEAMS, AND DEMOGRAPHIC ANALYSIS
- COMMERCIAL CONFIDENTIALITY AND SECURITY OF DATA
- ADVICE ON APPROPRIATE ACTION PLANNING

WE RECOGNISE THAT SECURING OPEN AND ACCURATE FEEDBACK REQUIRES MORE THAN JUST ADMINISTERING A QUESTIONNAIRE AND REPORTING THE RESULTS. BECAUSE OF THIS WE EMPLOY SPECIALISTS, FROM QUALIFIED DATA ANALYSTS AND BUSINESS PSYCHOLOGISTS, TO MARKETING AND ORGANISATIONAL DEVELOPMENT CONSULTANTS.



USING THE LATEST SOFTWARE TECHNOLOGY FOR DESIGNING AND RUNNING ONLINE SURVEYS WE ARE ABLE TO OFFER REAL VALUE FOR MONEY AND ECONOMIES WHEN RERUNNING THE SURVEY / RESEARCH. WITH THE GROWTH IN THE NUMBER OF SURVEYS PEOPLE ARE ASKED TO TAKE PART IN, WE INVEST HEAVILY IN DEVELOPING INNOVATIVE WAYS TO ENSURE PEOPLE FIND OUR SURVEYS STIMULATING, WORTHWHILE AND STRAIGHTFORWARD TO COMPLETE.

#### **RANGE OF SERVICES**

PEOPLESURV™ PROVIDES A COMPREHENSIVE RANGE OF SERVICES WITH A FLEXIBLE APPROACH TO MEETING CLIENTS' SPECIFIC REQUIREMENTS.

- SURVEY DESIGN
- SECURE WEB HOSTING SITES FOR ONLINE SURVEYS
- DISTRIBUTION AND COLLECTION OF QUESTIONNAIRES
- DATA PROCESSING AND COLLATION OF RESULTS
- ANALYSIS AND REPORTING OF RESULTS
- NORMALISATION OF DATA
- PRESENTATION OF RESULTS AND FINDINGS
- CONSULTANCY AND TRAINING SERVICES TO SUPPORT ACTION PLANNING
- DATA ANALYSTS AND BUSINESS PSYCHOLOGISTS

VISIBLE ACTION IN RESPONSE TO FEEDBACK IS AN ESSENTIAL PART OF THE SURVEY PROCESS. THE ACTION PLANNING PROCESS IS TYPICALLY CARRIED OUT AT ORGANISATIONAL AND LOCAL LEVELS. AT PEOPLESURV WE ENSURE THIS IS INTEGRATED INTO THE MAIN APPROACHES TO PERFORMANCE PLANNING AND MANAGEMENT USED BY THE ORGANISATION.



WE HAVE A RANGE OF SURVEY AND FORMATS THAT CAN BE USED OR ADAPTED TO SUIT CUSTOMERS' REQUIREMENTS, HELPING TO MINIMIZE INITIAL SET-UP COSTS AND TIMESCALES. OUR SURVEYS HAVE BEEN SPECIFICALLY DESIGNED TO MEET THE REQUIREMENTS OF THE MAIN QUALITY STANDARDS AND INITIATIVES.

- EMPLOYEE SURVEYS
- CUSTOMER SURVEYS
- INVESTORS IN PEOPLE
- CONFERENCE EVALUATION
- FEEDBACK ON APPRAISAL REVIEWS
- EFFECTIVENESS OF COMMUNICATIONS
- 360° FEEDBACK
- ORGANISATIONAL CLIMATE / CULTURE

## CHOICE OF FORMATS

CUSTOMERS CAN CHOOSE WHICH MEDIUM BEST SUITS THEIR ORGANISATION, IT MAY CHOOSE A COMBINATION OF ALL THREE TO SUIT THE DIFFERENT TYPES OF WORKING.

- **ONLINE** — ADVANTAGES INCLUDE IMMEDIATE ANALYSIS OF RESPONSE RATES AND COLLATED RESULTS, SUITING ORGANISATIONS THAT HAVE A STRONG IT CULTURE AND EASY ACCESS TO THE INTERNET.
- **VIA EMAIL** — PARTICULARLY SUITABLE FOR SHORT SURVEYS; PROVIDES SPEED OF DISTRIBUTION, ENSURING ALL TARGET RESPONDENTS RECEIVE A COPY, OFFERING THE IMMEDIATE OPPORTUNITY TO TAKE PART.
- **PRINTED** — PARTICULARLY FOR PEOPLE THAT DON'T HAVE EASY ACCESS TO A A COMPUTER, AND OFFERS A MORE PERSONALISED APPROACH TO COMPLETING THE SURVEY AND PEACE OF MIND OVER ANONYMITY AND CONFIDENTIALITY

## CONFIDENTIALITY

EMPLOYEE AND CUSTOMER SURVEYS ARE TYPICALLY CONDUCTED ANONYMOUSLY TO SECURE OPEN, HONEST AND CONSTRUCTIVE FEEDBACK. AT PEOPLESURV™ WE HAVE SYSTEMS, REGARDLESS OF THE SURVEY FORMAT, THAT GUARANTEE PEOPLES' PEACE OF MIND THAT THEIR COMPLETED SURVEY CANNOT BE ATTRIBUTED TO THE INDIVIDUAL LEVEL, ENCOURAGING MAXIMUM RESPONSE RATES.



IT'S WELL KNOWN THAT MANY CUSTOMERS VOTE WITH THEIR FEET, AND THAT WINNING NEW CUSTOMERS CAN COST UP TO 10 TIMES AS MUCH AS RETAINING EXISTING ONES. SATISFIED CUSTOMERS ARE MORE LIKELY TO STAY WITH YOUR ORGANISATION, BUY MORE PRODUCTS AND SERVICES, RECOMMEND YOU TO NEW CUSTOMERS, AND BE MORE UNDERSTANDING WHEN PROBLEMS OCCUR.

WHY TAKE THE RISK OF NOT KNOWING WHETHER YOUR CUSTOMERS ARE SATISFIED WITH YOUR PRODUCTS, SERVICES AND PEOPLE? YOU NEED TO ASK CUSTOMERS WHAT THEY THINK OF YOUR ORGANISATION; DO YOUR PRODUCTS AND SERVICES REPRESENT GOOD VALUE; WHAT DO THEY THINK OF YOUR DELIVERY, COMMUNICATIONS, AND THE PEOPLE THEY DEAL WITH; WHY DO THEY BUY YOUR PRODUCT WHEN THEY DO, AND WHY DO THEY BUY FROM YOU AND NOT FROM YOUR COMPETITORS.

RESEARCH PROVES THE LINK BETWEEN EMPLOYEE SATISFACTION AND AN ORGANISATION'S PERFORMANCE. ORGANISATIONS THAT HAVE HIGHER LEVELS OF EMPLOYEE SATISFACTION AND COMMITMENT ACHIEVE ABOVE AVERAGE NET PROFIT MARGINS AND RETURN ON CAPITAL INVESTMENT. USING EMPLOYEE ATTITUDE SURVEYS MAKES SOUND COMMERCIAL SENSE, AND WITH EVER INCREASING DEMANDS OF EMPLOYMENT LAW & LEGISLATION IT'S ESSENTIAL.