

ORGANIZATIONS THAT EMBRACE DATA

MAKE BETTER DECISIONS

INFORMATION IS INCREASINGLY A CORNERSTONE IN ORGANIZATIONS' DECISION-MAKING PROCESSES. UTILIZING SURVEYS ALLOWS ORGANIZATIONS TO GATHER CRITICAL DATA, INFORMATION, AND FEEDBACK FROM EMPLOYEES, CUSTOMERS, AND TARGET AUDIENCES. THIS INFORMATION IS INVALUABLE AND CAN BE USED TO:

- INFORM BUSINESS STRATEGIES, SALES, MARKETING, AND EMPLOYEE DEVELOPMENT
- PROVIDE BUSINESSES WITH A COMPETITIVE ADVANTAGE
- INCREASE EMPLOYEE ENGAGEMENT AND CLIENT SATISFACTION
- EMPOWER LEADERS TO MAKE THE BEST POSSIBLE DECISIONS FOR THEIR ORGANIZATIONS

Data-driven decision making has measurable positive effects on organizational success, for example, proactively using customer surveys can have direct effects on the bottom line. For Apple, using this data led to an increase in revenue by \$25 million annually (Reichheld and Markey, 2011). Regularly seeking and appropriately using feedback from customers, employees, and stakeholders will soon be the differentiator between businesses that survive and thrive and those that stagnate.

We focus on helping companies and organization innovate, grow, improve their performance, and achieve their missions. By using tools and innovative information-gathering approaches that meet our clients' distinct needs, we gather broad data and insights that answer specific questions, build clear and reliable feedback mechanisms, and establish benchmarks against which progress can be measured.

ORGANIZATIONS WITH HIGHLY ENGAGED EMPLOYEES HAVE:

17%

HIGHER
PRODUCTIVITY

21%

GREATER
PROFITABILITY

10%

HIGHER CUSTOMER
SATISFACTION

(Gallup, 2017)

HOW WE WORK

We help you gather feedback objectively through a trusted third-party, enhancing the likelihood of receiving honest and forthcoming responses.

We utilize best practices in survey construction to gather meaningful data that provide insights to the questions you want answered.

We generate meaningful recommendations that can be immediately used to improve your organization – both internally and externally – as you work toward longer-term needs or initiatives.

OUR SURVEY METHODOLOGY INCLUDES FOUR KEY STEPS:

1

DISCOVER

We hold an initial consultation with your organization's leadership team to better understand your needs and goals.

2

BUILD

We build survey instruments and/or research approaches to help you accomplish your goals.

3

DEPLOY

We utilize best practices in survey fielding to ensure we're collecting relevant responses with high response rates.

4

SYNTHESIZE & REPORT

We analyze data, focusing on statistically significant trends, and present the findings in simplified, actionable reports – and we're available to help you implement recommendations.

SURVEY OFFERINGS

FULL-SERVICE SURVEYS

CUSTOMER SATISFACTION

The bedrock of any successful business is repeat customers. The same is true for the public sector, where customers direct their satisfaction in casting votes for programs, projects, or people they believe in. A customer satisfaction survey is one of the most effective and proven tools for identifying customer needs, satisfaction with existing services, opportunities for improvement, and perceptions of your organization or brand. And when it comes to your brand, perception is reality.

STAKEHOLDER SURVEYS

While broad-based surveys can identify macro trends associated with internal or external perceptions and satisfaction, in-depth interviews can help to connect trends to clear strategic opportunities. We have extensive experience working one-on-one with key stakeholders – whether in an organization or community, from front-line employees to C-level executives – to understand their priorities and leverage their experience or expertise toward your future direction.

MEMBERSHIP SURVEYS

Any membership-based organization or association knows the importance of being responsive to member needs. Understanding and meeting membership expectations increases member engagement rates, retention, and overall satisfaction. A membership survey is the first step in remaining aware and responsive to your membership's changing needs.

CONCEPT TESTING

In the modern business landscape, concept testing is an integral part of launching any new initiative or product. Before you launch your new brand identity, marketing campaign, service line or program, pre-test how consumers will respond to the new direction you want to head.

CUSTOM SURVEYS

Our data team thrives in helping clients answer big questions. We welcome the opportunity to design a custom survey that gathers the information you need to make informed decisions and take your organization to the next level, from evaluating key business processes to conducting large-scale public opinion surveys.

HUMAN RESOURCE ASSESSMENT TOOLS

EMPLOYEE SATISFACTION

A business is only as good as its employees, and employee satisfaction surveys are a necessary tool for determining what your employees love about working for you. They also allow employees an opportunity to provide constructive feedback that can inform near- and long-term strategies.

EMPLOYEE ENGAGEMENT

Employee engagement is strongly linked to both work performance and retention – engaged employees are 59% less likely to look elsewhere for jobs (Witters and Agrawal, 2015). Using regular employee engagement surveys will help you understand how engaged your employees are with their work and your organization.

STAY SURVEYS

Retaining top talent is one of the most critical components of any organization's success – and losing that talent represents one of your greatest risks. The true cost of replacing an employee – considering training costs, lost productivity, decreased engagement, and the cost of recruiting and onboarding a new employee – can exceed twice the amount of that employee's salary. Stay surveys help identify organizational strengths and opportunities for growth, ultimately providing ways to limit turnover and put your staff on a path to long-term success with your organization.

EXIT SURVEYS

When an employee does leave your organization, it is an important opportunity for you to receive frank, constructive feedback. We design individualized exit surveys that identify the underlying reason(s) for employee departures and inform how you can improve your employee experience.

NO CHALLENGE IS TOO LARGE, AND NO PROBLEM IS TOO COMPLEX.

CONTACT US TODAY TO LEARN MORE ABOUT HOW OUR RESEARCH CAPABILITIES CAN BENEFIT YOUR ORGANIZATION.

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