



Employee & Customer Surveys

GREAT BUSINESS RESULTS COME FROM MAKING THE RIGHT DECISIONS BASED ON THE BEST INFORMATION AVAILABLE. That information comes from asking your employees and customers what they think about your organization. FlashPoint's full-service survey administration includes flexible options for survey design and creation, data entry, and reporting. By outsourcing your survey administration to FlashPoint, you can remain focused on your core business.

Why Conduct Surveys?

Employee Satisfaction: reduce turnover, improve employee morale, evaluate your benefit programs, and determine which employee programs to implement.

Customer Service: increase customer satisfaction and retention, evaluate employee customer service skills, and optimize customer service offerings.

Product Management: find the features your customers want, prioritize development resources, and evaluate product pricing options.

Our Survey Approach:

FlashPoint's surveys are customized for you based upon your unique needs. Our data-gathering process allows us to design the most suitable survey in order to achieve your objectives. Surveys can be administered via the Internet, company Intranet, e-mail, or paper and pencil. You will receive a full report outlining aggregate survey results, including key recommendations and appropriate solutions to address opportunities. Examples of other analyses include:

- » Areas of greatest strength/weakness
- » Responses by demographic identifiers
- » Percentage favorable and unfavorable by topic or question
- » Gap analysis
- » Summary of open-ended responses

Sample Employee Survey Topics

- » Communication
- » Teamwork
- » Culture and diversity
- » Management and supervision
- » Policies and procedures
- » Working conditions
- » Change
- » Compensation and benefits
- » Problem solving and decision making
- » Training and career development
- » Employee commitment/loyalty

Sample Customer Survey Topics

- » Buying trends
- » Product satisfaction
- » Service excellence
- » Brand awareness and effectiveness
- » Business and office environment
- » Identifying needs of decision makers
- » Equation of market share
- » Product improvement
- » Customer loyalty



Contact us today to learn more about putting surveys to work in your organization.