

# Survey Services



## Full-Service Outsourcing Solutions



OUR MISSION IS TO PROVIDE FULL-SERVICE SURVEY AND DATA MANAGEMENT SOLUTIONS THAT DELIVER INSIGHT AND INFORMATION ENABLING OUR CLIENTS TO MAKE INTELLIGENT BUSINESS DECISIONS.

Scantron Survey Services provides full-service survey and data management solutions. We take each client project from inception to completion providing data, insight and empowerment enabling intelligent business decisions. Our solutions provide our clients the ability to:

- Increase satisfaction, loyalty and advocacy among their customers and employees
- Identify new revenue and growth opportunities
- Attract and grow new customer relationships
- Turn marginally profitable customers into profitable ones
- Make intelligent business decisions that lead to bottom-line profitability

### Why Scantron Survey Services?

We are a full service survey and data management solution provider who is a member of the Harland Clarke Family. With over 40 years of experience we have partnered with many of the largest Fortune 500 companies, financial institutions, large automobile manufacturers, airlines, and government agencies. We work together with our clients to provide insights into increasing satisfaction, loyalty and advocacy. Continued improvements in these areas directly impact their bottom-line performance.



We guide our customers to achieve their survey and data management objectives by:

- Developing customized surveys, data collection forms and services based on their requirements
- Utilizing existing customer or employee database information to provide additional segmentation of survey data
- Combining administration methodologies to reduce costs and increase response rates—paper, web, phone, or a hybrid
- Disseminating detailed data reports with Key Driver indicators, benchmark comparisons and trend analyses
- Engaging our expert team of loyalty and engagement Ph.D. and consultant staff to implement and improve satisfaction, loyalty and advocacy in the client organization
- Including optional additional consultative services to develop action plans that lead to positive business results
- Providing a dedicated, professional project management team

### Experience is Everything

Scantron Survey Services specializes in the following surveys:

- Customer Experience Management:
  - Employee Engagement Survey
  - Customer Engagement Survey
  - Customer Experience Surveys:
    - New Account/New Customer Survey
    - Closed Account/Lost Customer Survey
    - Transactional Survey
    - Product/Service Survey
- 360-Degree Evaluations
- Compliance Data Management
- Other Opinion Survey Research and Data Collection Solutions

Scantron has a deep history in working with large, complex surveys, but we also service small and medium projects with the same professionalism. We provide organizations with powerful independent, objective survey research that offer their organization strategic feedback from internal and external customers.

We know that our research methodologies, data analysts, and consultants will translate your raw data into actionable information that will help your organization operate more confidently and profitably.

## OUR SERVICES INCLUDE:

### PRE & POST SURVEY CONSULTING

Personalized consulting services for research design, planning and results implementation.

- Needs Analysis
- Survey Plan
- Survey Refinement
- Survey Development
- Written Interpretive Reports
- Key Driver Analysis
- Presentation of Results—Onsite or Online Action Planning

Emphasis on customer and employee satisfaction, engagement and loyalty and how it relates to advocacy at all touch points of the customer experience.

### DEPLOYMENT & DATA COLLECTION METHODOLOGIES:

Multi-Model data collection abilities—paper, web, phone or a hybrid.

- Paper: OMR, ICR, OCR
- Web Hosting & Collection
- Phone
- HybridPrinting

### DATA REPORTS & ANALYSIS

Data analysis and interpretive reporting that identify the Key Drivers promoting customer and employee loyalty.

### PROFESSIONAL PROJECT MANAGEMENT



For more information, visit us at [www.scantron.com](http://www.scantron.com) or contact your Scantron representative at 1-800-722-6876 or email [info@scantron.com](mailto:info@scantron.com).

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