



Research & Insights

Research programs tailored for every industry

What's working? What needs adjustment? Understanding your customers' and employees' expectations drives the most effective business decisions. Scantron Survey Services can help.

Research & Insights from Scantron Survey Services is a full-service customer experience and data management organization, providing clients with knowledge of their customers' and employees' perceptions and attitudes about their business.

Understanding key drivers of customer satisfaction leads to customer loyalty, and ultimately the type of brand advocacy that not only reflects your ability to retain customers, but also supports your ability to acquire new customers.

Ph.D. research analysts help identify the key drivers of customer satisfaction and dissatisfaction to improve the customer experience and increase customer engagement.

Research & Insights uses more than 40 years of experience working with a wide variety of organizations to help clients understand their customers, learn from their employees, assess product quality and much more.

Surveys can be distributed through a variety of channels, including phone, direct mail, focus groups,

IVR and web allowing each research project to be tailored for the desired audience.

Research & Insights understands the level of importance our clients put on the privacy of their survey participants and the security of that data. Our quality, service and security standards are best-in-class so you'll never have to worry about the integrity of your data.

Research & Insights: **Specialized surveys for every need**

- Customer Loyalty
- Employee Engagement
- Customer Experience
- Sales Quality
- Market Research
- Data Collection and Analysis
- New Account
- Focus Groups
- 360° Leadership Feedback
- Service Quality

Allowing customer experience issues to go unaddressed could negatively affect your current and future business growth. Minimize the risk with Research & Insights



CAPTURE INSIGHTS TO INFORM DECISIONS TODAY!

For a free consultation to meet your research goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

About Us

Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.