



Survey Services

As a leader in assessment and survey, Scantron understands the challenges facing organizations today. One critical challenge is to capture customer and stakeholder opinion and use the resulting insights to make intelligent business decisions. Our consultative services ensure your projects are successful from inception through completion by providing full-service survey, data collection, and project management solutions.

Looking to increase satisfaction, loyalty, and advocacy among customers and employees?

Scantron Survey Services is a full-service customer experience and data management organization. We provide insights into customer and employee perceptions about your business.

Understanding key drivers of customer satisfaction leads to loyalty and ultimately to the type of brand advocacy that reflects your ability to retain customers and supports your ability to acquire new ones.

Want to attract and grow new customer relationships?

Attracting new customers often requires a customized message to capture their attention. But what are the concerns faced by these new opportunities and how can you satisfy those concerns? Simply *asking* is an effective way to find out.

Our experts can help you identify and survey potential customers, so you can see exactly how to reach them.

Exploring ways to increase new revenue and growth opportunities?

Your best bet for growing revenue in your current market is to leverage existing customers. Surveying customers about new products and services is a great way to ensure you are providing a new experience they can get excited about and advocate to their friends.

If you're exploring a new market, surveys and focus groups can help make sure you understand what that new market expects so your new offerings succeed.

Multiple deployment options increase response rates

- Mobile device
- Web page deployment
 - Paper
 - Telephone

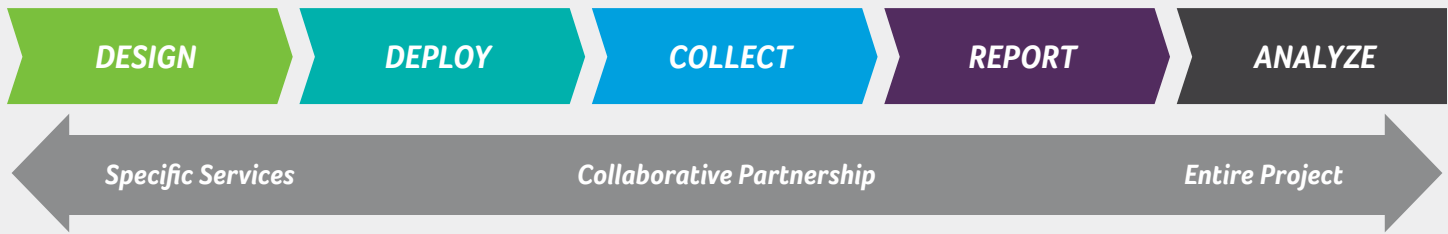
Specialized surveys for every need

- Customer Loyalty
- Employee Engagement
- Customer Experience
- Sales/Service Quality
- Market Research
- New Account
- Focus Groups
- 360° Leadership Feedback



How can Scantron support your survey development cycle?

Scantron Survey Services works with you to determine customer loyalty and satisfaction, perform transaction surveys, develop and administer quality surveys, and much more. Typical survey activities follow a defined process.



Experience and expertise

Scantron has more than 40 years of experience and expertise in survey development and administration. We've helped many clients create surveys to gather critical business data such as customer perception and loyalty, customer experience satisfaction, and more.

We provide services packages and customized development to meet a wide variety of specific needs for industries such as:

- Financial
- Healthcare
- Automotive
- Federal government
- Education

Scantron carefully listens to your needs and guides your research and data collection so that you receive results that help drive thoughtful and responsive organizational improvement.

Flexible delivery model (scale up or down)

Scantron is your survey partner—we can do as much or as little of the project to meet the requirements of your research goals. Whether you need just a little help to get your team through crunch time or a complete survey project of any size, our experts can help you run it smoothly and get the results you require.

Your choice of deployment methods

We can help administer surveys through any combination of paper, web, and telephone:

- Paper surveys are mailed directly to respondents or bulk shipped for distribution.
- Online, mobile-optimized surveys are distributed via email, cover letter, or linked from a website.
- Telephone administration includes inbound and outbound calling capabilities.

Scantron can also help with qualitative research projects such as focus groups. We'll locate a facility, recruit panelists, and moderate the session.

Full-service solution provider

Scantron can design a custom research or survey project using in-house multi-methodologies, data collection, reporting, survey experts on staff, and tenured project managers.

Prefer to do it yourself? Ask about our installed or hosted survey solutions.

Quality

Scantron is ISO 9001:2008 Certified, so you know you're working with the best.



 **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.