

Customer/Employee Satisfaction Surveys

- Partner Network Surveys
- Call Center/Help Desk Satisfaction Survey Programs
 - Employee Satisfaction/Engagement Surveys • Internal Communication Audits
 - 360 Feedback Programs • Collaborative Relationship/Deep Dialog™ Audits
- Strategic Literacy Assessments • Corporate Meeting Measurement (MPPSM) Services

Learn what people REALLY FEEL – what they THINK – what they WANT and NEED

GuideStar is a web-centric, professional survey research firm. Our mission is to provide clients with metrics that matter - meaningful measures that illuminate important organizational performance strengths and weaknesses – followed by guidance and consultation for improvements that will drive business results with the groups that matter most to our client's success.

What Sets Us Apart?

Strategic partnering approach to each client relationship and client survey research solution

High-caliber professional staff ~ Ph.D. psychologists with special experience and expertise in organizational research and analysis who design and manage each survey

Unique analytic research methods developed and licensed in-house, including a specific satisfaction/relationship improvement process **proven to produce results**

Proprietary, web-based, survey technology applications for efficient messaging, data collection and real-time online reporting

Substantial experience with large-scale global surveys in multiple languages

What We Do

- Survey research planning and design (including complex, stratified, global samples)
- Qualitative (executive interviews and focus groups) and quantitative survey services
- Questionnaire development
- Large-scale communication message management in multiple-languages
- Web-based surveys supplemented with IVR data collection
- Online Report Centers (ORC) for real-time reporting worldwide
- Off-line analysis and report development by a staff of Ph.D.-level research psychologists
- Post-survey recommendations and consulting services

Call CRP Associates, Inc. Authorized Representative 831-373-4716

