

Employee Attitude/Engagement Surveys • Customer Satisfaction Surveys
Partner Network Surveys • Internal Communication Audits • Strategic Literacy Assessments
Collaborative Relationship and Deep Dialog™ Audits • 360 Feedback Programs
Call Center Satisfaction Survey Programs • Corporate Meeting ROE/ROI Measurement

GuideStar Research – What Sets Us Apart?

At GuideStar Research, we mean business. Our research services are employed worldwide to produce meaningful measures for our clients, measures that illuminate performance strengths and deficits, guide the development of their most significant business relationships, and drive business results. These are metrics that matter.

unique, **proprietary research methods** developed in-house, including a specific relationship improvement process **proven to produce results**

high-caliber **professional staff ~ Ph.D. industrial and organizational psychologists** with special experience and expertise in relationship research and analysis

industry-exclusive web-based survey technology applications for efficient messaging, data collection and online reporting

large-scale global surveys in multiple languages

GuideStar services equip our clients with the reliable measurements and insights needed to:

- accurately assess the preferences, needs, and satisfaction levels of key employee, customer, dealer and partner groups for **better informed business decisions** on investments and initiatives
- diagnose the health of the organization's most important business relationships and determine the best course of action for **continuous relationship improvements**
- clearly identify what's working and what's not in current business practices and develop a roadmap for **more effectively meeting your performance objectives**

When top quality service, reliable results & analysis, and easy-to-use on-line reporting are important factors in choosing a research partner, clients worldwide rely on GuideStar Research to conduct web-surveys, interviews and focus groups, analyze the results, and provide strategic consulting on how best to improve their most vital business relationships.



Featured Services

Internal (Employee/Organizational) Communication

Employee Attitude/Engagement Surveys: Employee surveys can be a useful tool not only in measuring and improving employee satisfaction, but also in improving organizational productivity and a company's bottom line. GuideStar has more than a decade of experience in developing and implementing surveys for human resource departments in both large and small organizations.

360 Feedback Programs: 360 degree assessments and upward feedback are powerful tools for performance improvement of employees, managers, and leaders at all levels, work groups and entire organizations. GuideStar can help you with your 360 feedback needs by designing and programming a customized assessment survey, collecting and managing data, and effectively reporting results.

Internal Communications Audits: In today's rapidly changing, technology-driven environment, organizational communicators are challenged to be more flexible, responsive and innovative in both meeting the immediate communication needs of the organization and anticipating future needs. GuideStar's communication audit is akin to a medical checkup or financial audit. It is a thorough and systematic examination to determine what is functioning well and what is not. It often provides guidance and direction on how communications can be improved.

Strategic Literacy™ Assessments: Enhance organizational performance by measuring and scoring people's understanding of essential strategic information, their strategic attitudes and strategic behaviors. GuideStar's proprietary Strategic Literacy™ Assessment scores and tracks how well your employees understand and are aligned with company strategy.

Corporate Meetings ROE/ROI Measurement: Our proven Meeting Productivity Process (MPP) includes pre-meeting and post-meeting attendee attitude research, core meeting design services, return on event (ROE) reports and post-meeting recommendations.

Customer Satisfaction and Loyalty

Customer Satisfaction Surveys: Your current relationship with any given customer can be found along a relationship continuum, ranging from a transactional relationship to a full strategic partnership. GuideStar has developed a specialized tool to measure this, known as the Relationship Ladder™. Our industry-exclusive process can help you understand how your relationship is currently perceived by your customers and what actions need to be taken to improve it.

Collaborative Relationship and Deep Dialog™ Audits: A unique, GuideStar proprietary measurement and diagnostic system that determines the quality, health and productivity of communications and relationships between groups and organizations, i.e. employees, customers, alliance partners, joint project teams, post-merger integrations, cross-cultural endeavors, etc. For more on Deep Dialog™, please visit the Deep Dialog website: www.deepdialog.com

Call Center Satisfaction Survey Programs: Our surveys provide you with feedback at multiple levels, from satisfaction with your overall level of support, right down to specific support queues, individual products or areas of support, and individual technician performance.

Partner Networks (Dealers, Distributors, Franchises, etc.)

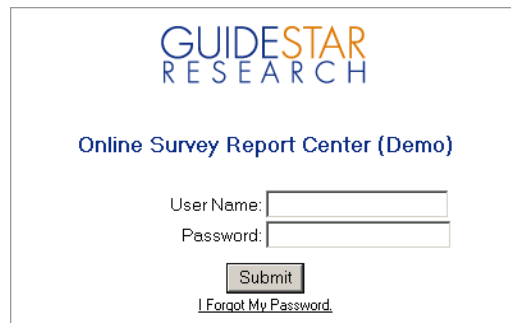
Partner Network Surveys: GuideStar Research provides comprehensive First Customer network surveys to help measure the quality of these critical business relationships that can dramatically drive your business forward.



GuideStar Technology

In addition to providing you with outstanding, highly focused service and proprietary methodologies you won't find anywhere else, GuideStar uses state-of-the-art technology to provide real-time survey results and data that help you understand the complex needs of the people who matter most to your business.

The GuideStar proprietary **Online Report Center (ORC)** provides secure, interactive, real-time reporting environment, accessible 24x7. The ORC allows you to easily "slice and dice" your survey data, create graphs and table reports and save, print, e-mail and move reports into Microsoft Office programs to illustrate written reports or slide presentations. GuideStar's ORC takes advantage of Microsoft's latest release of net2 technology and features many new and important functionality enhancements. Please call us at 1-800-865-3767 to arrange an online ORC tour.



GuideStar's Outstanding Service Team

At the heart of GuideStar's success is a staff of experienced research professionals, including Ph.D. psychologists, analysts and consultants. All of us are focused on processes, results and analysis that strengthen your business through improved business relationships. GuideStar maintains a flexible staffing model in order to give every client a custom team and custom, high-value solutions.

GuideStar:

Your Research Partner for Improved Business Relationships, Communications, & Performance

GuideStar clients experience the unique, added value that results from combining our proprietary relationship research methodology, the expertise of highly qualified professional staff, and state-of-the-art web-based survey technology... clarity, enriched understanding and focused recommendations for improvement. Please call GuideStar today at 212-426-2333 to assess and address your most important business relationships, communications, and performance issues.

Some of GuideStar's Clients

Abbott Laboratories • Aetna • AIG • American Express • AT&T • Audi • Baxter Healthcare
Cargill • Citibank • Coldwell Banker • Coors Brewing Co. • Computer Associates
Dun & Bradstreet • General Electric • Hoffman-La Roche • IBM • Johnson & Johnson
KPMG • Merck • NASA • Ohio Casualty Insurance • Savin • StorageTek
U.S. Department of Homeland Security • USF • Watson Wyatt • Verizon Wireless