

Customer 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

Clients Served by GuideStar Research

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

Experience, Expertise and Innovation

Measuring the Customer's Experience

Customer Satisfaction Surveys: Starting with customer interviews and focus groups, we identify and define the key dimensions of the client's customers' experience, which form the core of an online customer survey. GuideStar analysts use a variety of statistical analyses to reveal the essential truths in the data that will provide quality guidance on improving customer relationships and customer satisfaction, loyalty and advocacy. Among these analyses are path modeling, Relationship Ladders, Customers at Risk/Customers of Opportunity, Account Scorecards and Action Maps.

Customer Call Center Satisfaction Survey Programs: Surveys collect data, often on a continuous basis, and track customer satisfaction trends, as well as satisfaction on an individual level (e.g., support issues, queues, products, etc.). Clients use our Online Report Centers to examine survey data 24/7 as needed to track and improve support service satisfaction.

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

Partner Network Surveys: The process and research methods employed by GuideStar with our clients' partner networks (distributors, dealers, agents, etc.) is quite similar to our approach for customer satisfaction surveys because network partners are our client's "First Customers". Additionally, partner network surveys require measurement and diagnosis of the quality of these critical collaborative partnership relationships. We use specific analytic methods unique to GuideStar, specifically Relationship Ladders and Deep Dialog Audits, to provide clients with new understandings and deeper insights into these critical relationships.

Deep Dialog AuditsSM

Collaborative Relationship and Deep DialogSM Audits: A unique, GuideStar proprietary measurement and diagnostic system that determines the quality, health and productivity of communications and relationships between groups and organizations (employees, customers, alliance partners, etc.). For more on Deep Dialog, please visit: www.deepdialog.com

Corporate Meeting Measurement

Corporate Meetings ROE/ROI Measurement: GuideStar is an industry pioneer and leader in measuring the effectiveness of large group corporate meetings and events (national sales meetings, dealer and distributor meetings, management conferences, etc.). The Meeting Productivity Process (MPP) service includes pre-meeting and post-meeting attendee surveys, strategic pre-meeting recommendations, post-meeting Return On Event (ROE) reports and recommendations. GuideStar's Online Report Centers and large inventory of proven meeting-specific questions and benchmarks provide clients with accurate survey findings in real-time online for optimal efficiency in developing on-target events that deliver measurable results.

Visit our website to download our white paper: [How to Develop an Effective Customer Survey.](#)

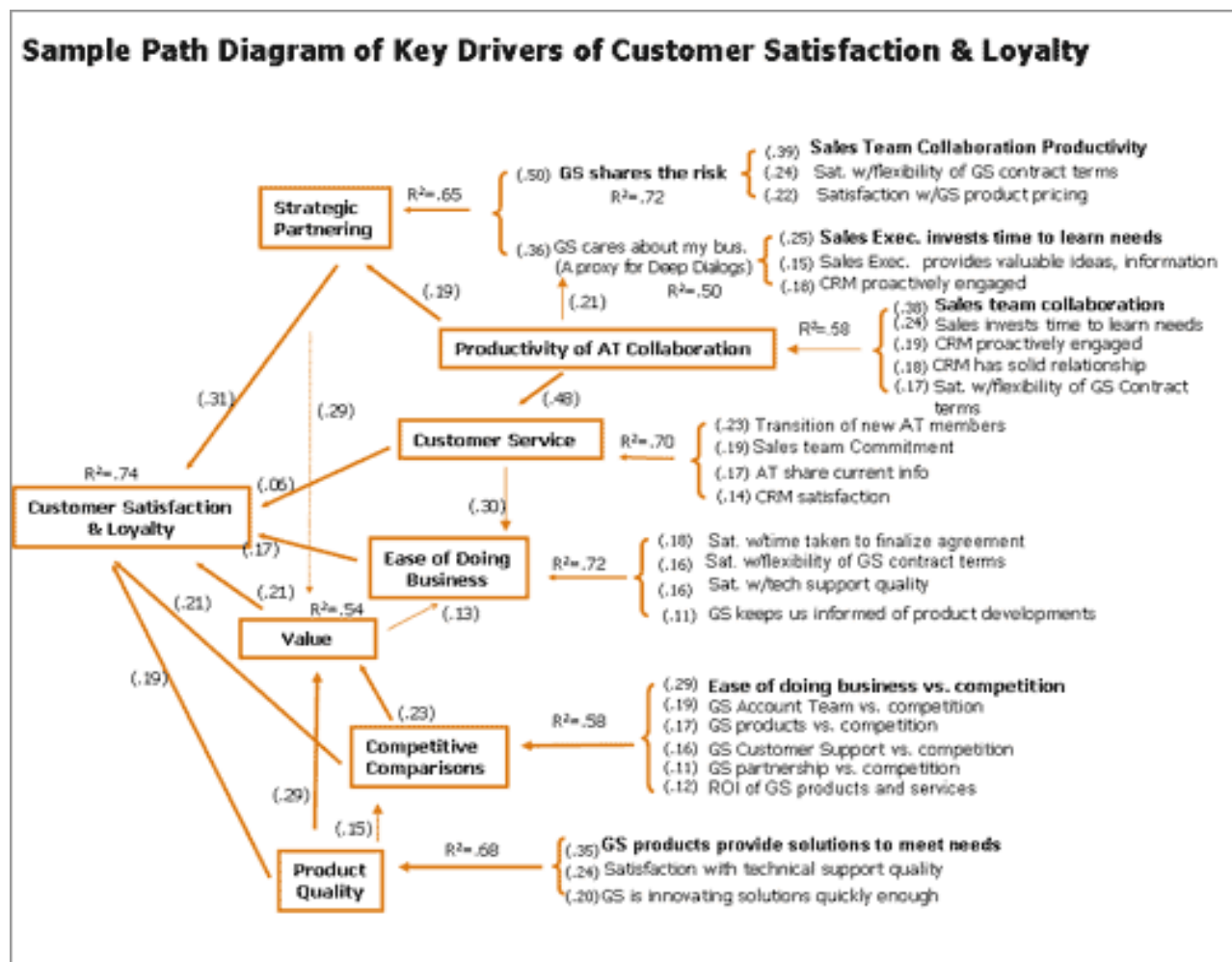
Clients Learn and Improve Their Business Results

Through a process of research and consultation, we assist our clients to improve customer satisfaction, loyalty and advocacy. Clients can learn and improve:

- Where they are strong, where they are weak
- Their drivers of customers' satisfaction and loyalty, and the likelihood customers will purchase additional products and services or recommend them to others
- Their customers' perceptions of the value of their products and services
- Specific actions and initiatives that are likely to have the most powerful impact on improving their customers' perceptions
- How they are viewed in relation to their competitors
- Their responsiveness to the concerns and issues that matter most to their customers

GuideStar Analytic Methods Include:

Predictive Path Modeling: This analysis enables clients to understand the key drivers that most influence their customer's decisions to purchase, repurchase and recommend them to others. Statistical modeling provides clients with pinpoint guidance for improvement of essential business outcomes.





Account Scorecard Reports: Reports by individual account and groups of accounts are generated quickly in the Online Report Center. Users can view, email, or save customer account summaries.

Customers at Risk/Customers of Opportunity (CARCOP) Reports: Uses GuideStar algorithms to identify individual customers at risk and customers who want more.

Conjoint Analysis: By identifying alternative profiles around relevant attributes (e.g., various combinations of price levels and price models, quality and service, etc.), this technique helps determine which offerings are most likely to increase customer consideration, purchase, satisfaction and loyalty.

Action Maps: A strategic method GuideStar uses to support clients' action planning, providing organizations with a clear-cut, straightforward list of action priorities.

Deep DialogSM: Statistically-proven method exclusive to GuideStar Research that determines the quality, health and productivity of collaborative relationships between groups; with customers, on teams, etc. Deep Dialog audit scores are highly predictive of collaborative success or failure in relationships.

Relationship LaddersSM: Measures the current relationship with a customer on a continuum of relationship quality on the Relationship Ladder. Moving a customer relationship "up the ladder" produces measurable increases in customer satisfaction and bottom-line business.

GuideStar Technology Services

GuideStar is a pioneer and leader in web-based surveys and research programs. An integrated system of GuideStar-developed online technologies support and facilitate survey services delivery from questionnaire development to complex email messaging to comprehensive real-time online reporting.

Online Report Centers (ORC)

Our proprietary Online Report Centers (ORC) enable clients to view their survey results online, in real-time, in their own custom-branded ORC. Account scorecard reports summarize findings for specific accounts, groups of accounts and individual customers. Sales and Service leaders and account managers at all levels can access their customers' survey results to better understand and address their customers' needs and concerns. ORC users can:

- Enter through a user-aware landing page with an array of dynamic interactive modules presenting an overview summary of their group's survey findings, including trends, indices, etc.
- Track response rates and break them down by key segments during data collection and after
- Click on pre-set reports for instant data analysis
- Create custom reports in a "drag and drop" interface to easily produce complex reports
- View results of statistical tests and modeling procedures.
- Track improvements over time.
- Receive an alert message whenever a dissatisfied customer rating or a customer request is received in the ORC
- Display survey findings flexibly, with user-selected report demographic segmentation of results by any population segment (e.g., functional area, line of business, geo, tenure, etc.)
- Prepare "easy to read" charts and table reports which can be printed, converted to PDF, saved, or emailed as well as copied to any MS Office application, including Word and PowerPoint
- Read customer comments, do key word searches, and view ranked frequency tables for comment themes. Our system accepts and displays comments in any language.

Best of all, no special software is required - nothing to install, purchase or configure. With only a Web browser, the powerful efficiency and versatility of GuideStar survey technology is available at the client's fingertips, 24 hours a day, 7 days a week.



Online Report Center Views

Secure login leading to a user-aware landing pages with an overview of key survey findings.

A screenshot of the GuideStar Research login interface. On the left is the logo: "GUIDESTAR RESEARCH FOR BETTER BUSINESS RELATIONSHIPS". On the right, there are two input fields: "User Name:" with the text "Sample User" and "Password:" with a masked password of 12 asterisks. A "Log In" button is located at the bottom right of the form area.

GUIDESTAR
RESEARCH
FOR BETTER BUSINESS RELATIONSHIPS

User Name:

Password:

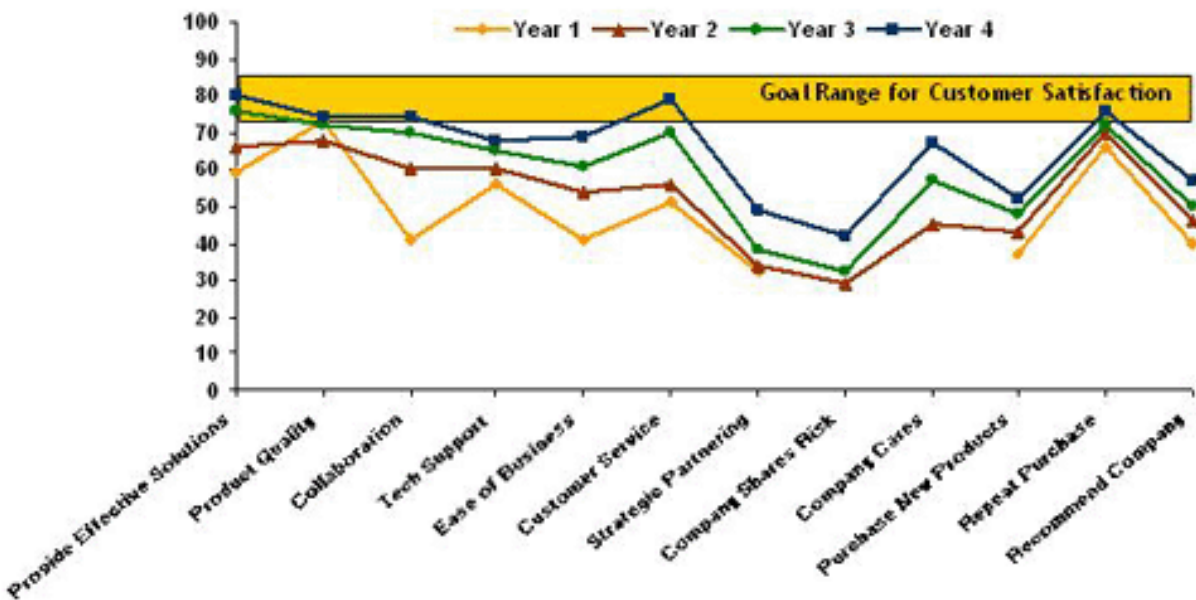
For inside views of GuideStar ORCs,
request the complete e-brochure by calling 1-800-865-3767.

Or even better, arrange for a live online ORC tour.

Client Case Brief — IT Industry

Customer Satisfaction Survey: Benchmark Results Show Measurable Improvements

The graph below features four years of customer survey results showing key driver benchmark improvements of a client's customer satisfaction ratings. This research was conducted by GuideStar Research with thousands of the client's customers, in eleven languages, in 43 countries.



In this case, five years ago, a global Information Technology leader was ranked close to the bottom of its industry on customer satisfaction. Customer loyalty was low. Many customers said they would change vendors if they could.

GuideStar was engaged to design and conduct a detailed baseline survey of customer attitudes. Our findings confirmed the public surveys' results. GuideStar was also engaged as a strategic research partner to analyze the root causes of the customer satisfaction survey findings and to develop both tactical and strategic recommendations for improving customer satisfaction and customer relationships over time.

With the use of annual enterprise-wide customer surveys, executive interviews, and periodic "ad hoc" surveys, we have been able to track notable improvements in levels of customer satisfaction that have occurred over the years. By applying a variety of analytic methods, GuideStar consultants were able to identify and clearly define the key drivers affecting customers' decisions and intentions towards the client. Our analysis provided a deep and clear understanding of the priorities that the client needed to address to improve customer satisfaction, loyalty and advocacy among a large majority of customers, and elevate many customer relationships to constructive collaboration and partner levels. To date, all survey items have improved. Significant improvements, some as high as 30 and 35 percentage points, have been achieved in key customer ratings by applying GuideStar's Strategic Relationship Improvement Process.

Information about our Strategic Relationship Improvement Process can be found at www.guidestarco.com.