

# Innovative Tools for Improving Results



All organizations want to be successful. They all have customers, and in the end, customer satisfaction largely dictates an organization's success. Those organizations also all have employees, and in the end, their sense of goodwill toward the organization dictates how they relate to customers . . . and how satisfied those customers will be. The team of professionals at Opinions Incorporated offers an array of services to help you align customer and employee relationships in a way that produces **a total solution inside out.**

## What we do:

Quantitative and  
Qualitative  
Measurement:

- ✓ Surveys
- ✓ Focus Groups
- ✓ Interviews

Consulting:

- ✓ Organizational
- ✓ Individual
- ✓ Communications
- ✓ Marketing

## Know your Employees

When it comes to getting the best out of people, one thing is certain: It's a complicated task, and it takes an array of strategies and solutions to do it right. Large or small, old or new, most organizations face a daunting list of people challenges – recruitment and retention, evaluation and engagement, training and development, improvement and innovation, attitudes and perceptions, rewards and recognition, succession and leadership development, culture and communication. The list is long ... the issues are complex ... and the stakes are high.

## Know your Customers

Knowing our customers is no less important. Our customers expect more and they require more to stay happy. The more we know what they want and how to deliver it, the more likely they are to stay our customers. This is true of both our internal and external customers.

## Know your Business

But getting through all the noise and getting to the critical and strategic is not an easy task. It takes a deep commitment to knowing. It takes the right methods. And it takes a commitment to changing to respond to evolving customer expectations. The pay off is deeper customer knowledge and less lost business. It is why we say, "Know more. Risk less."

**When Our Clients *Know More, They Risk Less.***



Smithsonian  
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# How We Help You Improve Results

## If any of these questions apply to you, we can help:

- How are you developing your next generation of leaders? What are you doing to keep your stars challenged? Will productivity be affected if a key employee leaves or is promoted?
- Do your managers effectively address poor performance?
- Are the operations people complaining that marketing is making promises that they can't deliver on ... and that sales is selling things that they can't produce?
- Are customers complaining that they're not getting what they expect?
- Are employees complaining about poor communication?
- Does the company need an effective way to get more input from employees on making continuous improvements in how the organization operates?

From strategy to execution, the Opinions Incorporated team can help your organization improve and grow. We design and deliver programs for:

## Measurement

### Employee Surveys:

- ✓ Employee Opinion/Engagement
- ✓ 360° Multi-Rater Leadership Development
- ✓ Internal Customer Satisfaction
- ✓ On-boarding
- ✓ Exit
- ✓ Transactional
- ✓ Special Focus

### Customer Surveys:

- ✓ Customer Satisfaction
- ✓ Special Focus
- ✓ 180° Professional Services Customer Satisfaction

### Qualitative Measurement:

- ✓ Focus Groups
- ✓ Interviews

*Since 1989 Opinions Incorporated has been helping you measure employee opinion. Now let us help you Improve Your Results.*

## Improvement

### Organizational Consulting:

- ✓ Organization Development
- ✓ Team Optimization
- ✓ Change Management
- ✓ Organizational Communications
- ✓ Feedback Sessions
- ✓ Aligning for Results
- ✓ Process Improvement
- ✓ Strategic Planning
- ✓ Program Evaluation
- ✓ Succession Planning
- ✓ Ethics and Culture Work

### Individual Consulting:

- ✓ Assessments
- ✓ Leadership Development
- ✓ Executive Coaching
- ✓ Coaching and Mentoring
- ✓ Performance Development

### Communications:

- ✓ Internal Communications
- ✓ Public Relations

### Marketing:

- ✓ Brand Alignment – Delivering on the Promise
- ✓ Voice of the Customer/Customer Satisfaction
- ✓ Channel and Market Analysis