

Member Research

Experience. Satisfaction. Retention.

Member organizations large and small need to stay connected with members and listen to what they have to say. No longer are you able to offer a great member experience without listening and understanding how members are engaged as well as knowing what makes them happy and satisfied so that they will renew...and even tells others about you!

Take the difficulty out of planning and executing a member survey by tapping into the Readex experience and know how. We'll deliver a great questionnaire, expert data collection planning and reporting. Upon completion, our team will stay with you to be sure you understand and can use results.

How the process works.

- ✓ It all starts with questionnaire and content design. We listen to objectives and engage in a back and forth process with you until design is completed.
- ✓ While design is underway, we also work on the sample plan, setting up exactly who will be asked to participate in the survey.
- ✓ We handle all fieldwork activities such as sending email invitations and tracking responses.
- ✓ After fieldwork close we tabulate results and prepare final materials including a PowerPoint deck with one slide per question.
- ✓ Our team will arrange a call with your team to go over results, making sure you understand the data so you can put your study to good use.

What's included:

- All set up and design services.
- Testing and hosting of the survey website.
- All activities related to data collection.
- Tabulation of results, data tables, and one set of cross tabulations.
- Post-study conference call to be sure your team gets off to a great start using your results!

Let's talk about how member survey research can be an asset to you, your organization and members! Call Mike Zeman at 651.439.8297 or email Mike at: mzeman@readexresearch.com.