

Member Research

Engagement. Satisfaction. Retention.

Member organizations large and small strive to stay connected with their members. Staying connected also means listening to what they have to say, and a member survey is a great way to do this. Readex Research introduces our Quick Connect

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

How a Quick Connect member survey 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 in the package:

- Up to 20 questions. We are able to design a questionnaire from scratch, or you may use some of our "core" question ideas along with custom questions.
- Set up of the online survey website.
- All activities related to data collection.
- Tabulation of results, data tables, and one set of cross tabulations for more granular analysis and a PowerPoint deck with one slide per question.
- Post-study conference call to be sure your team gets off to a great start using your results!
- Package price = \$3,950.

Let's talk about how a Quick Connect survey or other member survey research might work for you. Call Mike Zeman at 651.439.8297 or email Mike at: mzeman@readexresearch.com.