

Clients Enjoy Smooth Projects with New Implementation Services

What do two senior executives from Saudi Arabia have in common with an administrator from Toronto?

They all needed a helping hand to get the most from their survey projects. To help clients like these, eXplorance created a Survey Implementation Team last fall.

And here are two stories from clients who used these new professional services. Each had quite different requirements, but eXplorance helped both projects become a success.

For positive outcomes like this, our professional services people will be happy to help.



Alturki Group builds a survey process from the ground up

When **Alturki Group**, a leading industrial conglomerate in Saudi Arabia, decided to do a customer satisfaction survey, it became a pioneer.

VP Corporate Services Hesham Khairalla and VP Operations Zaki Saade had little previous experience with surveys and no template to build from.

“We started with eXplorance from the ground level and it wasn’t difficult at all,” says Khairalla.

“They guided us through all of the different options, step-by-step, to the final point. It goes without saying, they impressed us.”

eXplorance’s Survey Implementation Team helped find a consultant to create a customer satisfaction survey that would assess how well the group’s IT department was serving its various users.

eXplorance then worked on creating the online format and reports to show results from different regions, as well as from the group’s many subsidiaries.

In other words, eXplorance helped Alturki with every step of its first project.

The survey confirmed that the group's IT services were strong enough to offer to customers outside the company, with the eventual goal of making the team into a profit center.

"The acuity of the results was excellent," says Saade. "Our IT people are really

doing wonders and that survey proved it. This turned out to be an excellent exercise. We were totally satisfied, and now we are taking it to the next level."

The company is now planning a 360-degree review of its top managers... again, with the help of eXplorance's team.

National Bank Financial Services appreciates a helping hand

Administrator Gloria Thibodeau manages the support functions for the Corporate and Investment Banking division of **National Bank Financial** in Toronto, one of Canada's top investment dealers.

Every day she needs to be sure that the division's IT systems are running and that a properly trained support staff is in place.

In addition, she coordinates a semi-annual review process, an important step in determining bonuses for the 115 professional staff in the division.

Last year, she managed and ran Blue/360 software to support these reviews. Thibodeau appreciated the automated, confidential nature of the system.

But when review-time swung around this year, she decided her company needed a little extra help.

So she handed the job of administering the survey and generating reports to the Survey Implementation Team from eXplorance.

The Corporate and Investment Banking division already had its existing survey implemented with Blue/360 software.

eXplorance launched this year's reviews, analyzed the results, and produced

graphic-rich reports to wrap up the project.

Thibodeau says the extra support took away some of the stress from the process.

"You have them there as another layer, which is invaluable to someone like myself who has a lot of different hats to wear and doesn't know from day-to-day what other issues are going to arise," she says.

Thibodeau sees the survey implementation service being equally valuable to law, accounting, or consulting firms.

How can we help?

The eXplorance team can help you find a consultant to develop your survey, then make it available online, and analyze all the results.



You'll get back graphically driven reports that help you make better decisions.

And since the price for this service is fixed at the start of any project, there are no surprises down the line.

Our team will work with your people for optimum results. Just tell us where you want to go, and we'll help you get there.

The nine steps in a feedback-gathering project

As shown in the graphic below, Steps 1 and 2 are the planning stages.

This may involve setting up a questionnaire or designing a survey, a critical step that's best done by an experienced person.

For these steps, eXplorance can point you to a reliable domain expert and work with them on your behalf.

Steps 3 through 6 involve running the actual survey or 360 using Blue software. Although the system is designed to be simple to use, our knowledgeable staff can likely save you a few steps on your first project.

Steps 7 and 8 involve analyzing and reporting the results. Especially the first time through a project, our team can help you set up the reports exactly the way you want to see them, and then save those

formats so you can use them in all your future projects.

Finally, Step 9 is a frank discussion of what went well, and what, if anything, could perhaps be improved next time.

The Implementation Services team from eXplorance is flexible, so we can help you starting from any step in this process.

The most likely places for us to start are:

- ◆ Step 3, after you have defined your project and need to implement it;
- ◆ Step 7, after you have collected your feedback and need to analyze and report on it.

We can also start from Step 1, with the help of an appropriate domain expert, and support your team through every step of your project.

