



Customers have become increasingly discerning about what they buy and the service they receive. They expect companies to consistently deliver on their promise. Every negative experience with a brand violates that promise and drives customers away. We know that reducing customer defection rates by only 5% can increase profitability by up to 80%. To keep customers coming back, your company must understand ever-changing customer expectations, and incorporate this knowledge into business strategies. In today's hyper-competitive marketplace, it's not enough to know who your customers are you must have a deep understanding of what they expect and what they actually experience when they interact with your brand.

- Do you know what excites and delights your customers?
- Is the customer experience you are providing meeting their expectation?
- Do you know what your customers think about your company and your people?
- What's it going to take for them to recommend and return?

LRA market research offers insights that go well beyond traditional research. For over two decades, LRA has been actively serving customers in the hospitality, leisure and travel industries, arguably some of the most challenging and unforgiving sectors you can find. Our deep understanding of your industry allows us to produce insightful research better and faster.

What We Do

At LRA, our market research activities are focused on delivering exceptional experiences that keep customers coming back. To succeed, clients rely on our company's extensive research capabilities to identify gaps between a customer's desired and actual experience. We then uncover the root causes that lead to actionable improvement. Our research combines superior analytics with proprietary online technology to offer powerful insights and exceptional value to clients. Clients depend on our creativity, advanced survey technology, and our Web-based, real-time reporting tools to get them where they need to go. Research services include:

- Customer Satisfaction and Loyalty Measurement
- Employee Engagement Measurement
- Mystery Shopping
- Custom Research

Customer Satisfaction and Loyalty Measurement

LRA defines customer satisfaction as a measure of how well product or service experiences match a customer's expectation. Having a complete and unbiased knowledge of customer satisfaction levels is a key strategic resource. LRA research helps companies enhance customer satisfaction and loyalty by identifying the key factors that influence customers to buy more or defect, and closely monitoring loyalty levels over time. We focus on loyalty and retention because countless studies have shown that customer loyalty is the single most useful predictor of corporate growth.

LRA has developed an innovative transactional survey solution that improves customer satisfaction and retention by obtaining customer feedback very shortly after the product or service encounter. We provide management with customer feedback shortly following





the experience, allowing for immediate problem resolution and the opportunity to make operational changes on the fly. LRA's turnkey transactional survey solution includes customized survey design, a Web-based real-time reporting suite, and e-mail alerts, which immediately inform the appropriate client representative of a dissatisfied customer. While our solution can work with any mode, including e-mail, paper and IVR, we often recommend e-mail due to cost efficiencies and higher response rates. Web-based, real-time reporting and e-mail alerts are effective tactical tools for keeping a pulse on performance and immediate problem resolution.

We also provide advanced analytics and strategic reporting to our clients. Our market research team identifies those elements

of your customer's experience that are most important in driving satisfaction and retention. We know that incremental improvements on these items will provide the greatest financial return to your organization. Other highlights of LRA's customer satisfaction and loyalty measurement services include:

- A proprietary Customer Loyalty Index provides benchmark comparison scores organized by industry verticals
- Advanced analytical techniques (e.g., regression, factor analysis, etc.) identify key customer loyalty drivers that will provide the greatest return if scores are improved
- Real-time alerts that are triggered based on pre-defined scoring thresholds for key questions (e.g., overall satisfaction) so that immediate action can be taken by management to resolve any problems

We know that one of the most important factors influencing customer loyalty is the level of service quality delivered by front-line employees, customer service staff and client service representatives. LRA has developed Service Quality Tracking Solutions that provide immediate and continuous feedback on the level of service delivered by those employees who face customers.

Customer Service

The quality of customer service impacts the overall experience and ultimately customer loyalty. Continuous feedback from customers can be used to enhance overall service quality, trigger real-time alerts that notify customer service managers of serious issues, and immediately correct problems. When evaluating the performance of customer service representatives, scorecards can be developed for each customer service representative, providing management with objective, customer-centric customer service performance metrics.

Client Service

In business-to-business relationships, experiences are often shaped by their interactions with client service professionals. Post-engagement tracking of client satisfaction with client service professionals provides metrics to evaluate performance and knowledge to improve client service. Scorecards are developed for each client service professional and/or client service team, providing management with objective, customer-centric performance metrics.

Employee Engagement Measurement

Ultimately, the satisfaction of your customers and the success of your business are inextricably linked to your employees. Tracking the attitudes and behaviors of the people responsible for delivering the experience to your customer is critical if you hope to provide consistently exceptional experiences. LRA has developed innovative solutions that help companies leverage employee feedback to better manage human capital.

- Employee Engagement
- 360° Assessments
- Employment Brand
- Culture

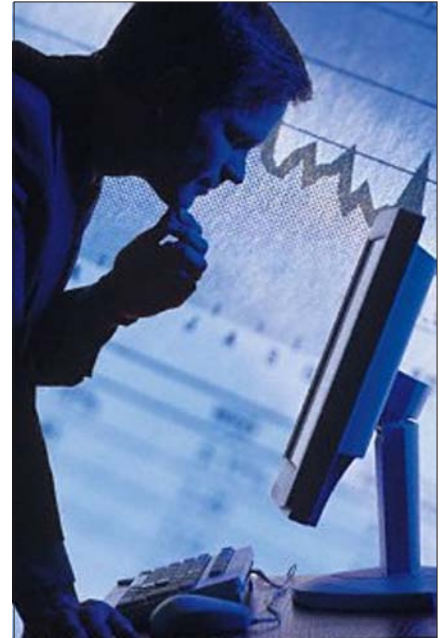


Employee Engagement

Employee engagement is a powerful predictor of employee productivity. Based on years of research with thousands of employees across multiple industries, LRA has identified four factors that impact employee engagement: work environment, corporate values, leadership, and manager. Within each factor, we have identified specific behavioral drivers that have been proven to strongly influence employee engagement. LRA's Employee Engagement Solution can be implemented quarterly, bi-annually, or annually. The process oftentimes begins with qualitative research (through eFocus Groups) to identify any organization-specific issues. These issues, when combined with LRA's proprietary library of core questions, generate a customized employee survey. Next, anonymous employee feedback is collected through LRA's eSurvey application. Finally, the results are examined using advanced analytical techniques, and key drivers of engagement are identified. One of the most valuable components of our employee engagement solution is action scorecards created for each workgroup within the organization (e.g., manager, division, or department), sample size permitting. Individual level scorecards are provided for each manager, enabling them to compare their commitment scores to departmental or group scores as well as company-wide scores.

360° Assessments

Our 360° Assessments gather feedback on employee competencies from a wide range of stakeholders, including managers, direct reports, peers and customers. The individual employee also completes a self-assessment to allow for comparisons between self-perceptions and the perceptions of others. The 360° Assessment process provides feedback from up to 10 people on each individual. Typically, a common assessment instrument is used for all those taking part, including manager(s), direct reports, peers, and customers. This standardization of the assessment instrument enables comparisons, including benchmarks over time, among these different participating groups. The instrument for the 360° Assessment consists of our tested library of 360° behavioral rating and open-ended response questions, along with questions that are specific to the organization's culture.



Employee Brand

When prospective and current employees describe a company, it is the employment brand that they are illustrating. Associations such as innovative, savvy, ruthless, technologically advanced, and hierarchical are descriptors of a company's employment brand. Strong employment brands create a unique and differentiating employee experience. Companies must consistently measure and improve their employment brand in order to attract and retain top talent, as well as enable talent to achieve peak performance. LRA has developed an Employment Brand Solution that is based on feedback from employees on the value of working for the company and on specific elements of a total rewards package. Employees are asked specific questions about promise that was made when they first joined the company and the degree to which their experience matches that promise. Based on this qualitative and quantitative employee feedback, a comprehensive total rewards package is articulated.

Culture

LRA has developed a proprietary Culture Model that assesses organizations' culture on five dimensions: values, practices, structure, decision-making style, and internal communication. We help companies create a productive culture by identifying areas to build on (cultural strengths), as well as priorities to focus on immediately (cultural weaknesses).



Mystery Shopping

You make promises to your customers, which set expectations about your company's products and services. To help keep those promises, you need to know exactly what happens when your customer interacts with you. LRA's mystery shopping and quality assurance services provide critical feedback from the customers' perspective. We design programs around the most important drivers of customer satisfaction and loyalty, which provide your managers with powerful information to improve performance. Experienced and highly trained consultants who understand your business and your industry conduct the on-site audits.



We measure:

- Compliance with corporate standards, procedures and policies
- Customer service (friendliness, responsiveness, resourcefulness, product knowledge, name recognition and more)
- Product quality, cleanliness, maintenance and functionality
- Brand identity, graphics and signage compliance
- Compliance with marketing and loyalty programs



LRA's proprietary QualTracSM process utilizes an advanced Microsoft SQL database and reporting tools that are custom-designed for each client. Every line item inspected and measured is tagged and referenced in the database, allowing for easy data extraction and flexible Web-based reporting. We provide clients with access to a password-protected Web site, hosted and maintained by LRA, that offers instant access to audit results, scores, trending analysis and more. We compare and correlate audit and mystery shopping scores with customer satisfaction survey results to pinpoint the operational and behavioral issues that are preventing Top Box performance. LRA programs can even be modified to support a broad range of quality and continuous improvement concepts, including Six Sigma, Zero Defect and Gap-to-Perfection.

Custom Research

Custom research services leverage LRA's extensive research capabilities and technology with deep industry knowledge to provide clients with customized solutions for specific project requirements. Recent custom research projects have included:

- Lost Customer Tracking
- Meeting Planner Satisfaction
- Product and Service Development
- Strategic Market Research
- Concept Testing
- Pricing
- Competitive Research
- Segmentation

Benefits

Satisfied, loyal customers drive the bottom-line. LRA's extensive research capabilities allow our clients to “see” an interaction from the customers and employees perspective, and to collect, analyze and advocate factors that customers and employees say are important regardless of the company's beliefs. By measuring and taking action to solve both immediate and long-term issues, our clients realize increased customer and employee loyalty and advocacy. While customer loyalty predicts and measures customer value in the amount of business generated over time, advocacy represents business generated from customers (i.e. referrals). Both of these elements are essential to expanding a profitable customer base.



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LRA. It's all about the experience!