

## Become a BENCHPOINT™ Partner\*

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**How will you**

**MANAGE**

**If you don't**

**MEASURE?**

\*Benchpoint is available in all countries to carefully selected management and communications consultancy businesses only.  
Call for a list, or to enquire about becoming a licensed partner

## Tricky Questions...

▶ A Typical Corporate change programme costs millions. How do you know if it has been effective?

Umm...

▶ Is anyone out there living up to the Mission Statement?

Umm...

▶ Does anyone understand your new organisation?

Er...

▶ Does your Internal Communications make a difference?

Er...

▶ Which company in your industry do customers most want to do business with?

Well, I...

**Benchpoint can answer those tricky little questions**

**And many more.  
(And help management and communications consultants live up to their promises)**

# BENCHPOINT

intelligent measurement

## What is Benchpoint™?

Benchpoint™ is a web-based tool to measure, benchmark, and then manage corporate behaviour, communication, employee and customer satisfaction – and many other issues.

## Why you need it

Benchpoint™ provides an extra competitive edge—the ability to measure those tricky “soft issues” which define success or failure. The investment repays itself very quickly, and goes on doing so.

## Intelligent Measurement

Benchpoint™ asks vital questions, analyses the response and points the way to future improvements.

- ▶ To thousands of people
- ▶ quickly.
- ▶ simultaneously
- ▶ in as many languages as you want.
- ▶ across political and cultural barriers.

-The results can be communicated quickly at low cost

## How it works

You decide the agenda. What are you trying to find out? What measurements? How do you want to analyse the data?

We design, translate and test the questionnaire.

We design and test the reporting analysis tools.

We put it on our powerful OPTIMA™ server on a private website.

You e-mail employees (or customers), asking them to take part. You can guarantee anonymity.

They click on the link, and spend a few minutes answering the questions. They will not be aware they are leaving your (or your client's) domain.

We crunch the numbers for you, and deliver.

Benchpoint™ Data is in real time-however you want it –web, PowerPoint, Word document, Acrobat file.

Whatever you measure, do it regularly to set targets and check progress.

## Clever Answers....

### Employee surveys

Satisfaction, management credibility, culture and behaviour, communications effectiveness, buy-in to change.

### Organisational effectiveness

Alignment of functions and departments, cultural differences and blockages, effectiveness of change programmes, understanding of and identification with, objectives, identifying conflicting objectives.

### Human Resource Management

Pre-interview screening, exit interview tracking, appraisals, skills audits.

### Customer satisfaction

Quality, on-time delivery, sales team effectiveness, image and visibility, advertising, trustworthiness, credibility, suitability, competitor ranking, price, after-sales service, usability of manuals, future requirements.

### Market development

Attitudes to new products, price barriers, graphics, packaging, names, distribution channels, competitor products.

### Corporate Identity

Image surveys, design testing and evaluation, multi-cultural naming issues.

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