



Surzle®

CUSTOMER FEEDBACK AND PROFILING

A **'We do it all for you'** survey design, delivery and reporting service

Our specialist expertise and back-office support gives you a cost-effective range of options:

- ❖ Evaluating your needs
- ❖ Designing your questionnaires
- ❖ Delivering your campaigns
- ❖ Collating all the responses

With real-time access to all the data and analysis through your own online **Surzle®** portal; a one-stop-shop for all your needs.

Surzle® Survey Delivery Contracts

Designing and delivering your customer feedback surveys for you: all the expertise, the resources and the toolkit you need in one simple package.

Our approach is to work with you, listen to your needs, comply with GDPR regulations and generate valuable insights.

We offer a full range of contact options: Post, Phone, Text or online and always use your customers' preferred methods of contact, where known.

Needs analysis

We can help you to evaluate your survey needs and identify the objectives: what you want to achieve. We can then design and cost an effective survey programme for you.

Programme delivery

This will involve all the key operational steps:

- ❖ Designing the questionnaires
- ❖ Calculating the sample sizes and selecting candidates
- ❖ Delivering the surveys using a wide range of methodologies
- ❖ Processing the responses and collating the data
- ❖ Presenting the data to you via data files/charts/tables
- ❖ And via your own online **Surzle® DASHBOARD**

Evaluating the responses

We can analyse and interpret the data for you; what it is telling you and how you could make real use of the feedback.

We will then present the key findings and recommendations to you in whatever way you prefer, including reports, graphics, workshops or presentations.

The benefits

DIFFERENT SURVEYS

Arena Partnership is a recognised provider of general satisfaction surveys and specific transactional feedback surveys. We can also deliver specialist profiling surveys or other customer insight surveys, as required.

SURVEY DESIGN EXPERTISE

Our team has extensive knowledge and experience to help you select the right questions and survey the right numbers of customers to maximise the effectiveness and value for money of your data gathering.

Surzle® DASHBOARD

Access to our online reporting and analysis toolkit will allow you to track our progress and review your results and analysis in 'real time', keeping you involved and informed at all times.

MULTI-CHANNEL

We offer a complete range of survey delivery methods (Post, Telephone, SMS, Online) and can select them based on both your needs and your customers' preferences.

RESOURCES

Use of our Freepost reply service and specialist Data Processing Team will save you time and resources; it is often cheaper than doing it yourself. Our telephone surveyors are all trained and experienced employees, with a natural empathy with respondents.

DATA PRESENTATION

Clear presentation of data and analysis from your **Surzle® DASHBOARD** helps you communicate the results and headline figures to your customers and stakeholders.

INSIGHT

Our team can help you gain insight from your surveys, making recommendations and developing action plans in response. These can be in detailed written reports, guidance notes, small workshops or onsite presentations of the results.

Ask us for a quote

If you would like to discuss your next survey, or a contract to manage all your survey needs, please get in touch:

WEB: www.arenapartnership.co.uk

EMAIL: sandy@arenapartnership.co.uk

OR CALL: **08456 432 872** to discuss your needs