A Process for Connecting Your Management Team to Customers

Learning

Goal Setting
Campos and Client Teams meet to discuss survey objectives and sampling sources

Survey Design
Campos designs survey and Client Team reviews and approves

Web Design
Web program designed and tested by Campos to enable managers "across the board" access

Investigation

Training
Campos conducts training session with Client Manager Interviewing Team

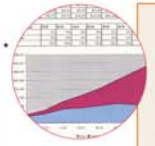
Manager Selection
Campos and key Client Team members conduct pre-test interviews

Recruit
Campos recruits pre-qualified respondents

Data Entry
Campos recruiters collect basic demo and usage data which is accessible during the interview

Interview
Client Team schedules managers for interview slots; and Client Manager Interviewing Team conducts surveys with customers

Needs Determination



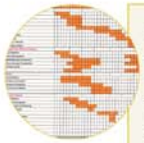
Coding
Campos codes open-end responses and tabulates data

Analytics
Campos analyzes data and prepares a written report

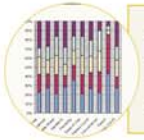
Presentation
Campos prepares and presents PowerPoint to Client Team

Knowledge Application

Dissemination
Client disseminates data through the organization (e-mail presentation, Intranet)



Strategy Development
Initiatives are developed and deployed based on findings



Metric Development
Measurement and refinement of initiatives

Plan Development
Meet with Campos Team to discuss successes and plans to conduct study in future