

## Executive Report Presentations

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This document overviews our process for producing executive summary reports.

### Step 1: Confirm the Deliverable

Clients often have different needs for their research summary reports. The following questions help us to deliver on-target solutions.

1. Who will be delivering the search results? What is his/her presentation style?
2. Who is the audience for the report? What are their listening styles?
3. What questions will the audience members need answered?
4. How many respondent groups (based on a combination of tiers, performance variables, and profile variables) need to be analyzed?
5. Do you have a report template (e.g., PowerPoint template) you want us to use?
6. How much time will be allowed for the presentation? How much of this time will be used for presenting results?
7. How will the report be used following its delivery?
8. When is the report needed?
9. Will you need hard copies of the reports? If so how many?

Based on the above questions, we will provide to you a time and cost quote. Costing is based on a rate of \$1,250 per respondent group with a sliding scale for two or more groups.

### Step 2: Analyze the Data and Prepare the Reports

The standard reporting package includes a quick view report and an executive summary presentation.

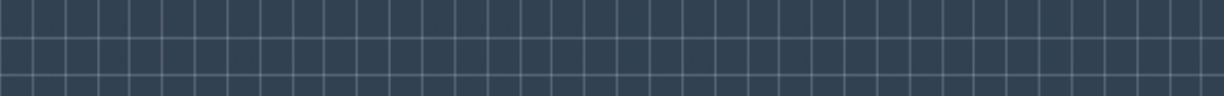
#### Quick View

A one page numerical summary of key statistics from the research (see the sample graphic on the bottom of page 2).

#### Executive Summary Presentation

An executive summary report addresses the following topics:

- Title slide with compelling tagline
- Key data interrogation questions explored
- Research conclusions (i.e., preview of findings)
- Agenda

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- Research background (purpose, objectives, administration method, question categories, business units, timeframe)
  - What and Why Research findings -- What your customers said and why they said it, plus what it means to your business. This section explores the data in the following areas:
    - § Satisfaction
    - § Loyalty
    - § Competitiveness
    - § Price
    - § Process performance
  - Recommendations for action

The presentation format will be repeated for each respondent group. Reports typically consist of 12 slides per respondent group. Visual representations of the report screens appear below. See page 3 for sample report pages.

### **Step 3: Review the Report with the Client Sponsor**

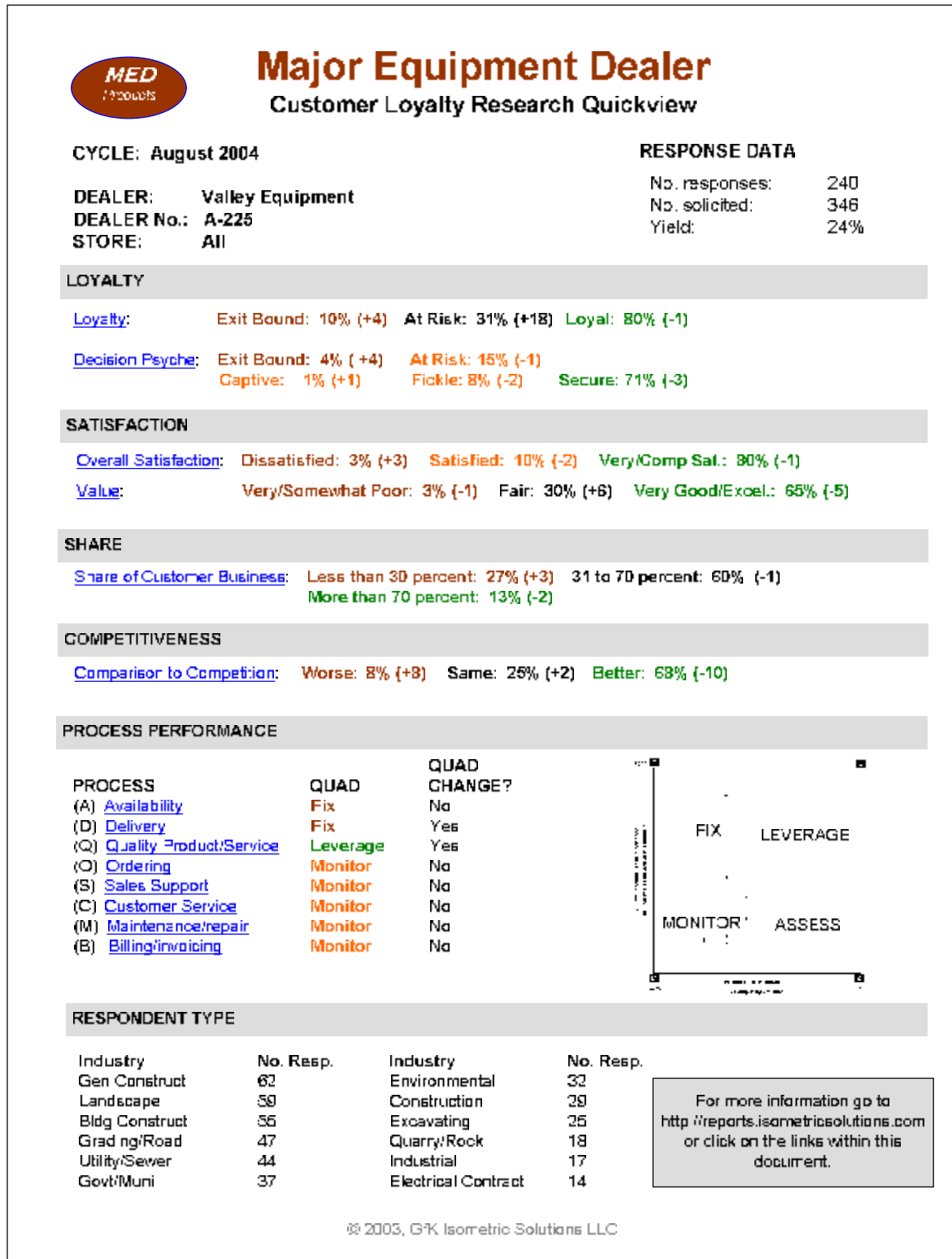
In this step we will review the report with you and make revisions based on your feedback.

### **Step 4: Forward the Report to the Client Sponsor**

We will forward the document to you via email. If agree upon, bound hard copies will be shipped to you using overnight delivery.

Reports are typically delivered two weeks following agreement to begin work. This factor is dependent on the number of respondent groups and your availability.

## Sample Quick View



## Sample Executive Report Pages

