

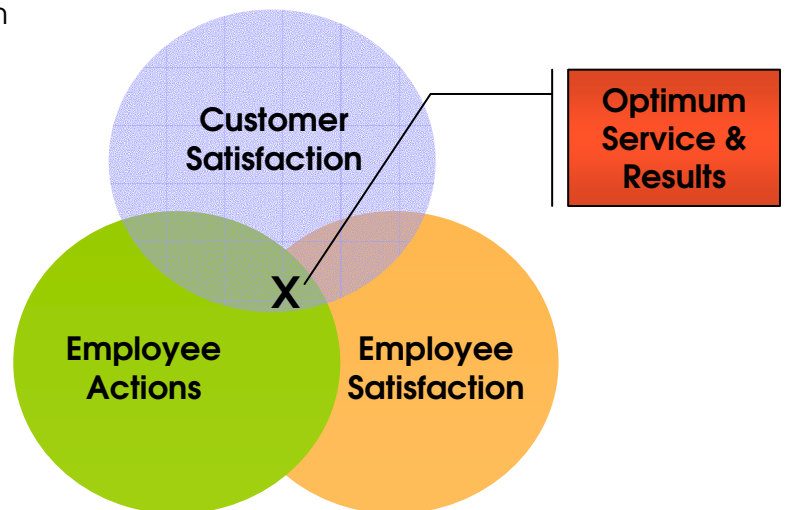
Your staff represents a critical touch point with your customers. If your investment in product, marketing and location is not supported by satisfied employees your business will not reach its fullest potential.

How does your staff connect to your customers?

SRBI's Market Insights team knows service-driven industries. We have proven that there is a direct correlation between employee satisfaction and customer satisfaction. As part of an integrated service optimization process, SRBI offers sophisticated solutions with advanced analytics that help our clients quantify the business potential of improving employee satisfaction and identify the key measures that make the biggest difference.

SRBI's proprietary **PeopleConnectSM** program helps our clients improve employee satisfaction and grow their business by providing round-the-clock feedback on:

- ❑ Employee satisfaction with the job
- ❑ The training given to employees
- ❑ Management/employee interaction
- ❑ The linkages between employee and customer satisfaction
- ❑ Areas of improvement



PeopleConnectSM Product Features

- ❑ Store-level employee feedback
- ❑ Simple, easy to complete – 90% cooperation rate
- ❑ Round-the-clock convenience for the employees
- ❑ IVR open-ends are recorded, web open-ends are typed
- ❑ Global interviewing and online reporting capabilities
- ❑ Customer/Employee linking
 - Customer and employee attitudes
 - Quantitative linking
 - Interactive decision tools
 - Predictive simulators