



Survey Product Guide



**Stewart and
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Survey Product Guide

Maximizing the investment in a survey begins with the selection of the right instrument. Our three-step process includes:

1. Planning and design of the survey instrument to address specific needs
2. Distribution and administration whether on-line or pen and paper
3. Customized reporting and analysis with specific recommendations.

The guide below includes each category of surveys available with a summary of its purpose and objectives to help you find the best tool to provide the information you need to make the best business decisions.

Wave 360° Assessment[®]	<ul style="list-style-type: none"> • To develop a succession plan • To improve leadership depth to meet current or future organizational needs • To provide feedback on core organizational competencies • To assess personal and organizational developmental needs • To help enhance the corporate culture
Wave Employee Survey[®]	<ul style="list-style-type: none"> • To improve communication strategies • To gather employee input prior to an organizational change • To identify warning signs of trouble within the organization • To assess morale and employee issues to support recruitment, retention, and succession plans • To identify training and development needs
Wave Customer Survey[®]	<ul style="list-style-type: none"> • To gather feedback on improving products • To obtain feedback to improve the quality of customer service and support • To develop customer-driven marketing plans • To generate new product ideas • To obtain competitive intelligence • To assess customer perceptions or product quality and value
Wave Patient Survey[®]	<ul style="list-style-type: none"> • To improve patient loyalty • To increase referrals • To evaluate health care provider performance • To pinpoint areas for workflow improvement

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