

**F**or many organizations, keeping abreast of evolving customer and employee needs is a constantly moving target. Organizations often lack the personnel skilled in the type of research and survey methodologies needed to obtain accurate and up-to-date data.

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Veris specializes in helping organizations gain actionable insight into the concerns and opinions of employees, customers, members and other audiences by developing customized survey instruments, reports and research.

## **Customer Satisfaction Surveys**

Customer retention often depends on the quality of customer service. The more you understand your customers, the greater your chance to increase their satisfaction with your organization. Veris provides customer surveys so you can better understand what your organization does well and how it can be improved.

## **Employee Satisfaction Surveys**

A quality employee survey administered by a trusted third party provides a tool for gathering valuable input from employees – enabling you to better understand your employees and reach greater employee satisfaction. Veris will work with you to create a unique and customized survey to capture the employee data you seek.

## **Member Needs Assessment Surveys**

A Veris membership needs assessment survey collects, analyzes, and reports member feedback in a timely and user-friendly manner. Our survey will identify improvements to current services; services which should be discontinued; and new programs and services for specific member groups. You can then integrate this information into your organization's recruitment and retention strategic planning.

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OBJECTIVITY / objektivitée / *n.* fact or quality of being accurate, unbiased and independent