

Creating paper-free, hassle-free surveys that get returned.

genius.



The organisation:

Process Management International (PMI), our parent company. PMI is a leading provider of business and process improvement training and consultancy. PMI delivers its services around the world and each year thousands of people come into contact with 'PMLers' through improvement interventions.

The challenge:

Replace existing paper-based delegate feedback surveys from training courses to solve the problem of surveys not being returned for analysis and remove the need for manual processing.

The essential.genius solution:

An online survey system that automatically compiles and distributes feedback reports, reminds users to respond and tracks response rates.

In implementing the online survey platform, **essential.genius** helped PMI to eliminate the cost of processing survey results and also made the results more visible through the automatic compilation of feedback reports which now feed directly into the Company's performance measuring process.

From a delegate point of view, three days after being trained (we found this to be the best point to contact them) they receive a simple e-mail with a link to the survey, they fill it in online and click submit – that's it! The results are then instantly fed to a database where they are collated to form a live report.

Vital statistics:

Project duration: **3 weeks**
(including testing)

Number of users: **2,500**

Litres of sweat produced:
1 thimble full

Some user verdicts:

"The day I sent the last batch of paper-based delegate surveys for recycling was a very happy one! "

"The visibility this gives us in being able to assess our own performance and share it rapidly with our clients has made a massive difference. Our feedback coverage is vastly enhanced from where it used to be."



Go to www.essentialgenius.com to find out more
or call us on +44 (0)1676 52 44 77



Infinite possibilities