

# Research

The eePulse solution provides unique research on key drivers of individual, team, and company performance. We help you answer the “what to measure” problem in several ways.

## eePulse Proprietary Research

- Our product and process development is based on over 16 years of extensive research.
- The weekly, “Pulse” metric provides trend data on productivity and measures the degree to which employees are energized by their jobs (energy predicts performance).
- Customized questions address specific client needs (annual surveys, event-specific surveys, communications targeted at specific populations, etc.).
- Client-specific research links employee data with customer, supplier and performance data.

## Our Research Will Help You:

- Energize employees, customers or other stakeholders to improve long-term competitiveness and performance.
- Measure sense of urgency by frequently assessing fluctuating work energy.
- Track the “WITHIN PERSON CHANGE” (WPC)<sup>™</sup> scores to assess productivity and help predict organizational outcomes.
- Enhance value by quickly responding to the issues that arise when your Pulse survey respondents tell you what is affecting their energy, product quality, customer services, etc.

## Benchmark / Trendmark Reports

Every manager can see how he or she is doing compared to the overall company and department on a regular basis. Trendmarking<sup>™</sup> allows frequent benchmarking over time for both internal and external groups.

## Customer-Focused Questions And Research

- Our research team helps you develop questions that can be used to track successes in:
  - Merger integration
  - Alignment with core values and initiatives
  - Linking everyone to the organization’s strategy
  - Much more

Frequent Trendmarking and other customer-specific metrics fill the gap of “what to measure” for those using balanced scorecards.