

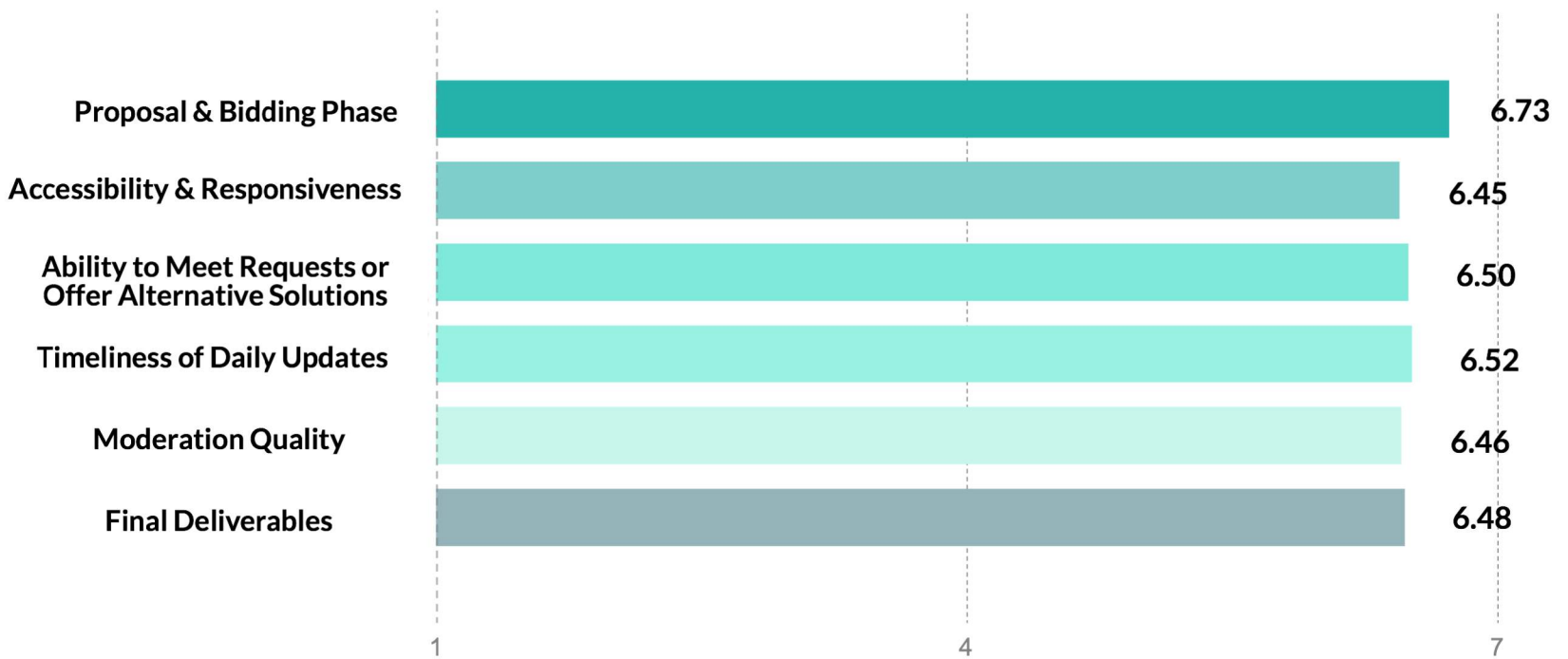
CLIENT SATISFACTION SURVEY RESULTS



At the conclusion of each and every project, we invite our clients to complete a satisfaction survey. This process enables us to keep a close watch on what Olson Research does well, and also where we may need to improve. Both the compliments and the constructive criticisms are shared with our fielding group so that we can celebrate our wins and grow from our occasional mishaps.

And, as the latest data proves, we do a lot of celebrating!

On a scale of 1-7, with 1 being not at all satisfied and 7 being extremely satisfied, please rate the following aspects of our service and process.



Please elaborate on any of the points above.

"Our PM has been a pleasure to work with and is one of the best PMs I have worked with. She is professional, personable, and extremely reliable. She is on top of things and is able to troubleshoot any issues on her back end. I am very impressed that even on her vacation day she will be checking email...Working with her has definitely made the entire project management process smooth."

"I love working with the folks at Olson - it feels like we are part of the same team."

"Our project management team was awesome! We had a lot of last minute glitches and reschedules, and they handled this with no problem. I know it was a very frustrating study, but they kept a positive / can-do attitude the whole time."

"Our PM WAS FANTASTIC to work with on this project!! She was extremely responsive, buttoned-up, flexible and detailed. She made my job on this project a lot easier and unfortunately I cannot say that about most project managers I have worked with in the past."



"As always, there is a reason why I prefer to work with Olson over other firms and this project continued to reiterate and reinforce that belief!"

"Bid process was seamless - responses were prompt. Final deliverables were top notch. Fielding was fast and the quality of the programming was impeccable."

"This project went perfectly! The Olson team was attentive, friendly and service oriented. The recruiting was quick and respondents were prepared for the interviews. Thanks guys!! The respondent quality was a highlight. They were all prepared and willing to engage in a creative discussion."

"Olson is always extremely professional to work with. We very much appreciate the flexibility of the Olson team and their willingness to engage in thought partnership with us. We especially would like to thank our PM for her dedication and continued support."

This project was executed perfectly by Olson from start to finish...The project PM was absolutely amazing and was also exceptional at communicating and taking the initiative to check in periodically. It was by the easiest and smoothest project we've done. I wish all projects could be this great!

*Scores and comments based on a total of over 300 of the most recently completed surveys.

Contact Olson Research for your next marketing research project, and to be our next success story.

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