

Surveys and Research Assignments

PCS provides experienced resource to help customers undertake:

- **Internal satisfaction surveys**
- **External customer satisfaction surveys**
- **Market research activities**

Our independence from our customers gives internal staff and external organisations the opportunity to be entirely open and frank with their feedback without affecting any established working relationships.



Satisfaction surveys

A division of a major contractor appointed PCS to undertake an internal survey to establish the barriers and issues relating to inter-group working. The results enabled the organisation to discuss inhibitors and address ways in which they could work together more effectively in the future.

Major contractors have also appointed PCS to undertake surveys of their customers and target market. The objective with one survey was to gain feedback on company performance in order to identify any problem areas and ideas for improving customer service. In another survey we were commissioned to gain reaction to a new service which was under development.

These surveys have been carried out using a combination of telephone interviews, one-to-one meetings and in one case an on-line automated survey.

Market research

PCS has been commissioned to undertake sector research for clients. Our findings form the basis of a business development strategy and target future projects to pursue. Specific assignments include education and police PFI sectors.



- Conduct desk and telephone research
- Maintain dialogue with stakeholders
- Attend events and open days
- Assess procurement routes
- Report on opportunity - SWOT analysis