

KRW International Implements Modern Survey's m/research

The Client:

KRW International works to provide good quality leaders with the tools to become excellent leaders. Their services focus on individual and team development of their companies. KRW International helps the client to assess its current state and analyze ways to change. 98% of KRW's clients report having a constructive change in its leadership. KRW International acts as a coach to help clients succeed in their goals. The programs are rigorous and challenge the leaders to integrate KRW's tools. KRW International has been changing company cultures since the 1970's serving Fortune 500 global companies as well as non-profit and family foundations. www.krwinternational.com

Business Situation:

KRW was looking for a technological complement to their consulting expertise. They wanted a powerful yet flexible tool for survey design, administration and reporting that they could use to gain better insights into the clients they serve, ultimately providing them with customized tactical business solutions.

Solution:

In November 2005, KRW began licensing what was then termed "iMeasure," later reintroduced to the market as m/research. Since that time, KRW has used m/research to administer approximately seven hundred unique surveys, receiving nearly five thousand responses, and generating over four hundred forty reports.

As a web-based tool with automated reporting capabilities, m/research provides KRW and their clients with a highly efficient method of gathering, sorting, and analyzing data. Capable of guaranteeing the confidentiality of participants' responses, KRW is able to employ this tool to effectively capture information which can be too sensitive to reveal through in person interviews or paper based surveys. Licensing this umbrella survey tool, KRW is able to conduct a wide variety of information gathering/analyzing projects to better serve their expansive client base.

About Modern Survey:

In less than a decade, Modern Survey has evolved into an online survey market industry leader, providing a robust suite of proprietary technologies combined with an array of consultative services that help our clients manage talent throughout the employee lifecycle, measure and evaluate customer satisfaction and gain insight into changing markets. Modern Survey products and services have spanned 100 countries on six continents in over 30 languages. In 2007, Modern Survey received over one million web survey responses and generated tens of thousands of advanced reports. Through direct and partner channels, Modern Survey's tools and services have reached more than 500 companies, over 80 of which are among the Fortune 500. For more information, please visit www.modernsurvey.com