



## Management Research

Information to help you take the decisions that matter.

Bespoke Human Resource & Management Consultancy



The Grange Group is a management, human resource and management research consultancy with offices in Birmingham, Edinburgh, London and Manchester. We have a network of around 50 consultants based throughout the UK and Ireland. We offer a range of integrated solutions that help organisations add value for their stakeholders.

## We help you find out what your customers, employees and stakeholders think about your organisation.

Getting access to regular, timely information on how customers, employees and stakeholders feel about your organisation helps you keep a finger on the pulse. Use this information to monitor performance, identify areas that need to be improved, assess management effectiveness and gather information on your competitors. Use the baseline to track improvements over time and as a result increase retention, improve service and build loyalty.

We offer you a wide range of research services. You get access to paper-based or web-based surveys or a combination of both. Language capability means that you are able to run international surveys with minimum effort. In addition we provide qualitative research using methods including face-to-face and telephone interviewing, focus groups and mystery shopping. Running research projects is one of our strengths.



We pride ourselves in being able to set-up, conduct and report on assignments to very demanding timescales. We always give on-line, real-time reports whenever and wherever our clients want them. We provide benchmarking data where it adds value. Most important of all we work with you to engage your employees and turn data into action so you can make a real difference.

# What do we offer?

**Customer Surveys:** Get an insight into your customer perceptions before your customers do.

Why not find out about how your customers feel about the products and services you provide and what you can do to improve them. Take the opportunity to find out what your customers think about your competitors. Even take things a stage further to find out what their current buying needs are and sell to them...before your competitors do!

We provide you with a low cost, tailor-made solution that takes minutes to set-up. We make things easy for your customers so they can give you valuable feedback. Our approach includes a web-based process that provides you with rapid feedback whenever you want it. The email alert facility means you can deal with client concerns immediately.

We can also conduct face-to-face and telephone interviews, focus groups, and mystery shopping and competitor analysis for you.

**Employee Surveys:** Keep your finger on the pulse of your organisation

So what do your employees think about your organisation? What are they saying to their friends and family? How many ideas do they have that could improve performance or save you money? Isn't it worth finding out?

We have experience of running employee surveys so we know how to help you clarify what you want to achieve and to identify the best approach for you. The service available to you covers everything from questionnaire design to providing employee feedback. Distribute your questionnaire in paper, on-line or a mixture of both. Multiple languages present no problem.

You even receive real-time, on-line reports whenever and wherever you need them.

**Stakeholder Surveys:** Work with us to get to the clarity and engagement you seek.

Perhaps it's about improving governance; it may even be about informing future strategy. Regardless of the drivers for it the views of your stakeholders matter. Trust us to get what you need when you need it.

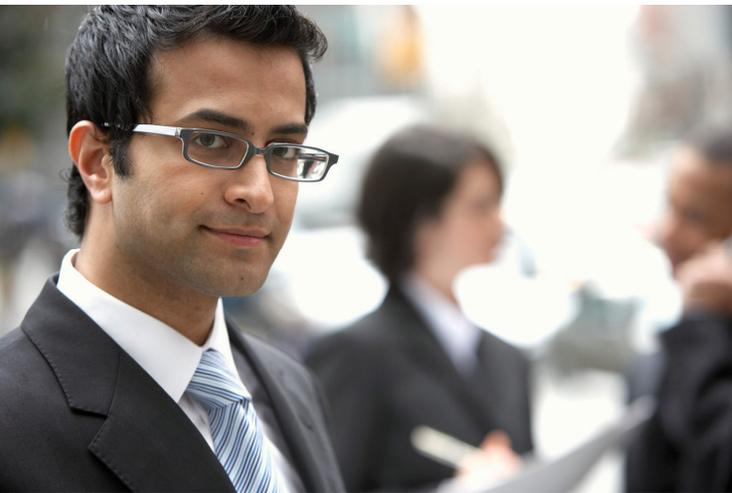
Our approach varies according to your needs and the nature and scale of your stakeholder group. We have the full range of both qualitative and quantitative methods available to us. We can also provide you with the latest technology to make data collection as painless as possible.

If you would like a very hands-on approach we can conduct face-to-face interviews, focus groups etc.



**A team committed to succeed. With our combined experience measured in decades we have the capability to ensure success.**

Our consultants come from a range of backgrounds including healthcare, education, outdoor development, commerce and the armed forces. Collectively they offer a combined capability well beyond any in-house facility that we have come across. This gives clients' access to considerable flexibility, capability and value for money.



## Four reasons for choosing The Grange Group:

### Expertise

We have a great team, rich in experience, drawn from a variety of backgrounds.

### Innovation

We use the latest technologies, giving you access to the most effective solutions.

### Track Record

We are proud of our client list. We are even prouder of the number of personal referrals we receive.

### Value

We provide an effective balance of quality and cost. Helping you make your budget go further.



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