



Customer Survey
April 2009

Introduction

Objective Insights (“OI”) conducted a web-based customer survey in April 2009. Sixty-four clients were invited to participate, of which thirty responded and completed the survey.

The survey asked participants about various aspects of Objective Insights’ consulting business, including proposals, consulting services, forecasting and analytical models, and project management. Participants were asked to evaluate the quality and value of Objective Insights’ work (both services and models), as well as assess the company’s strengths and weaknesses and their propensity to use and/or recommend Objective Insights in the future.

Methodology

The survey was conducted using the SurveyMonkey web-based survey system. Respondents were given the option of receiving a gift card from one of several retail stores as compensation for their time in completing the survey.

Responses were collected anonymously. A separate, linked survey, processed by a person external to Objective Insights, was used to collect addresses for gift cards for those respondents who requested one.

Respondents were generally asked questions answered on a five-point scale, where five represented the best or highest rating (e.g., excellent) or “strongly agree” and one represented the worst or lowest rating (e.g., poor) or “strongly disagree.” There were also several open-ended questions where respondents were asked to describe their impressions of Objective Insights or state adjectives that came to mind when thinking of Objective Insights.

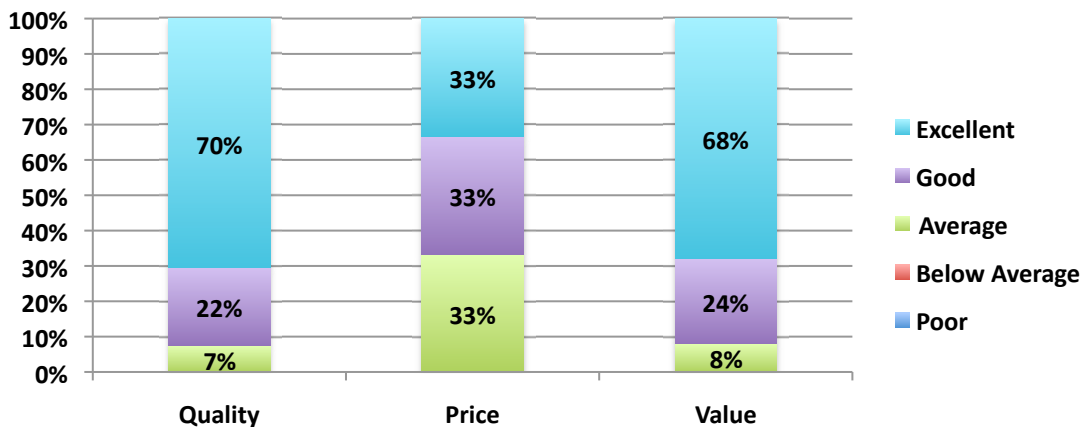
Summary

- 78% of respondents had used Objective Insights more than once
- 85% of respondents said they would recommend Objective Insights to a colleague, while the other 15% said it would depend on the situation
- 68% of respondents rated the value of OI’s consulting services and models as excellent, with an additional 24% stating that value was good (92% for the top two responses)
- 70% of respondents said the quality of OI’s consulting services and models was excellent (highest rating), while an additional 22% said quality was good (second-highest rating) (92% for the top two responses)
- 62% of respondents said the overall quality of OI’s consulting services was excellent and another 31% said quality was good (93% for the top two responses)
- 56% of respondents said the overall quality of OI’s forecasting and analytical models was excellent and another 37% said quality was good (93% for the top two responses)
- 59% rated OI's communications, meetings, and project management as excellent, while another 30% rated these as good (89% for the top two responses)
- 71% said that Objective Insights’ proposals were of excellent quality and another 25% rated the proposal quality as good (96% for the top two responses)

Objective Insights Overall Quality & Value

- 70% of respondents said Objective Insights provided excellent overall quality and another 22% said quality was good (92% for the top two responses)
- One-third each said the pricing of Objective Insights’s services and models was excellent, good, and average, respectively (67% for the top two responses)
- 68% of respondents said that Objective Insights provided excellent value and another 24% said the value was good (92% for the top two responses)

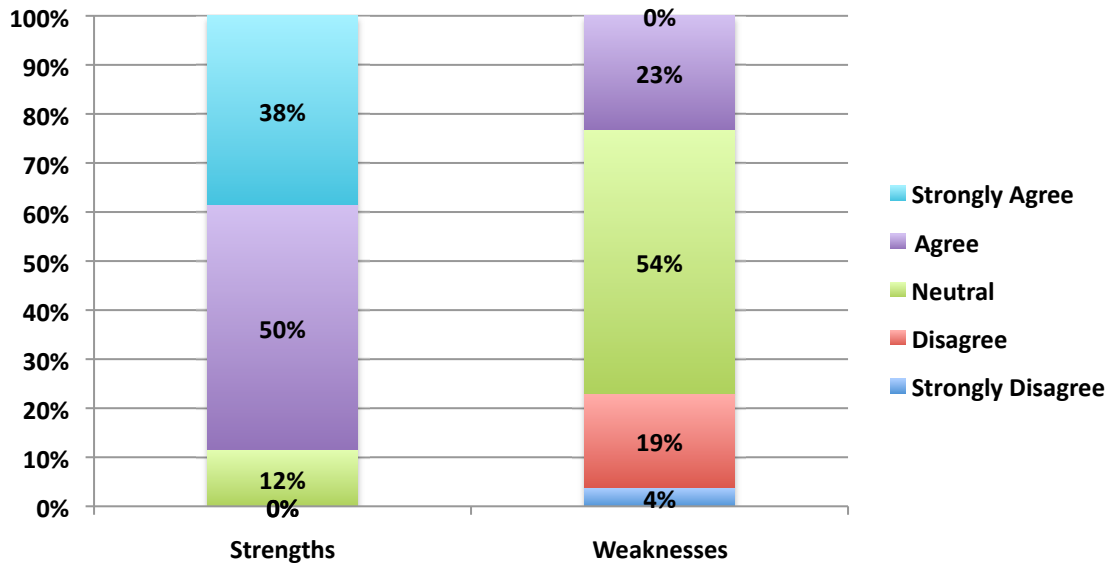
Overall Ratings



Qualitative Assessment of OI Strengths

- 38% of respondents strongly agreed and 50% agreed that Objective Insights has clear advantages and strengths compared to competing companies (88% for the top two responses), while only 23% agreed that OI has clear disadvantages and weaknesses

OI Has Clear Strengths or Weaknesses Compared with Competing Firms



Strengths

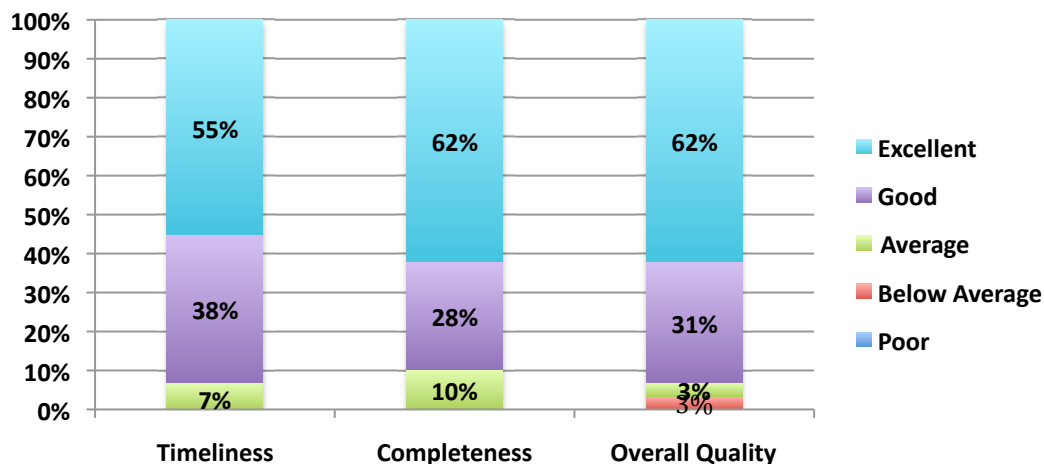
- Unaided responses describing OI strengths
(in order of frequency with most frequent responses first)
 - Experience
 - Customized/Individualized
 - Easy to Work With
 - Economical
 - Modeling Expertise
 - Responsiveness
 - Analytical
 - Flexible
 - Insightful
 - Senior Consultants do the Work

- Unaided responses describing best things about working with OI
(*in order of frequency with most frequent responses first*)
 - Customized/Individualized
 - Easy to Work With
 - Responsiveness
 - Dependable
 - Good People
 - Intelligence
 - Quality
 - Senior Consultants do the Work
 - Analytical
 - Availability
 - Economical
 - Experience
 - Flexible
 - Objective
 - Professional

Objective Insights Consulting Services

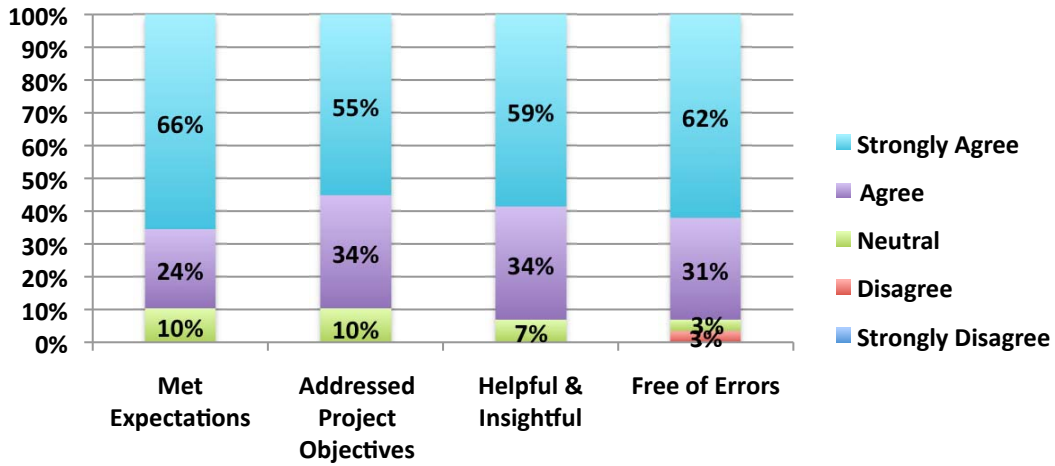
- Unaided Responses Describing OI Consulting Services
(in order of frequency with most frequent responses first. n=24)
 - Analytical
 - Experience
 - Professional
 - Thorough
 - Dependable
 - Flexible
 - Knowledgeable
 - Objective
 - Timely
- 62% of respondents said the overall quality of OI’s consulting services was excellent and another 31% said quality was good (93% for the top two responses)
- 55% of respondents said the timeliness of OI’s consulting services was excellent and another 38% said timeliness was good (93% for the top two responses)
- 62% of respondents said the completeness of OI’s consulting services was excellent and another 28% said completeness was good (90% for the top two responses)

Consulting Services Ratings (n=29)



- Two-thirds of respondents strongly agreed and 24% agreed that Objective Insights consulting services had met their expectations (90% for the top two responses)
- 55% of respondents strongly agreed and 34% agreed that Objective Insights had addressed their key project issues and objectives (89% for the top two responses)
- 59% of respondents strongly agreed and 34% agreed that the OI consulting services results were helpful and insightful (93% for the top two responses)
- 62% strongly agreed and 31% agreed that OI consulting services were free of errors and omissions (93% for the top two responses)

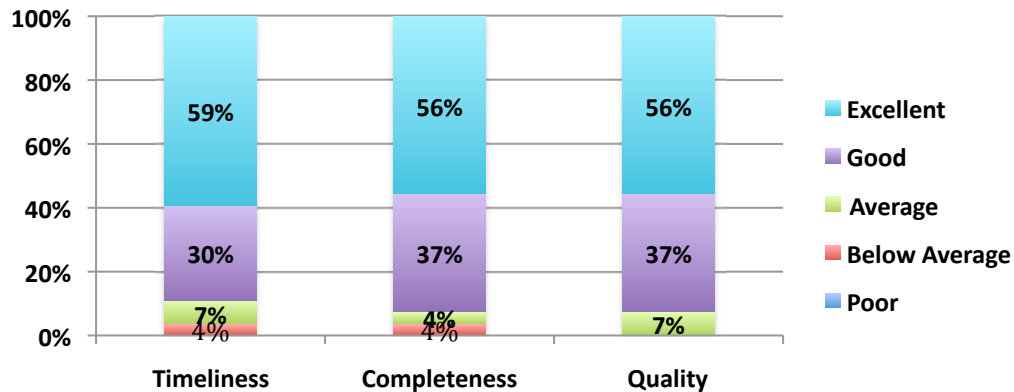
Consulting Services Opinions (n=29)



Objective Insights Tools (Forecasting and Analytical Models)

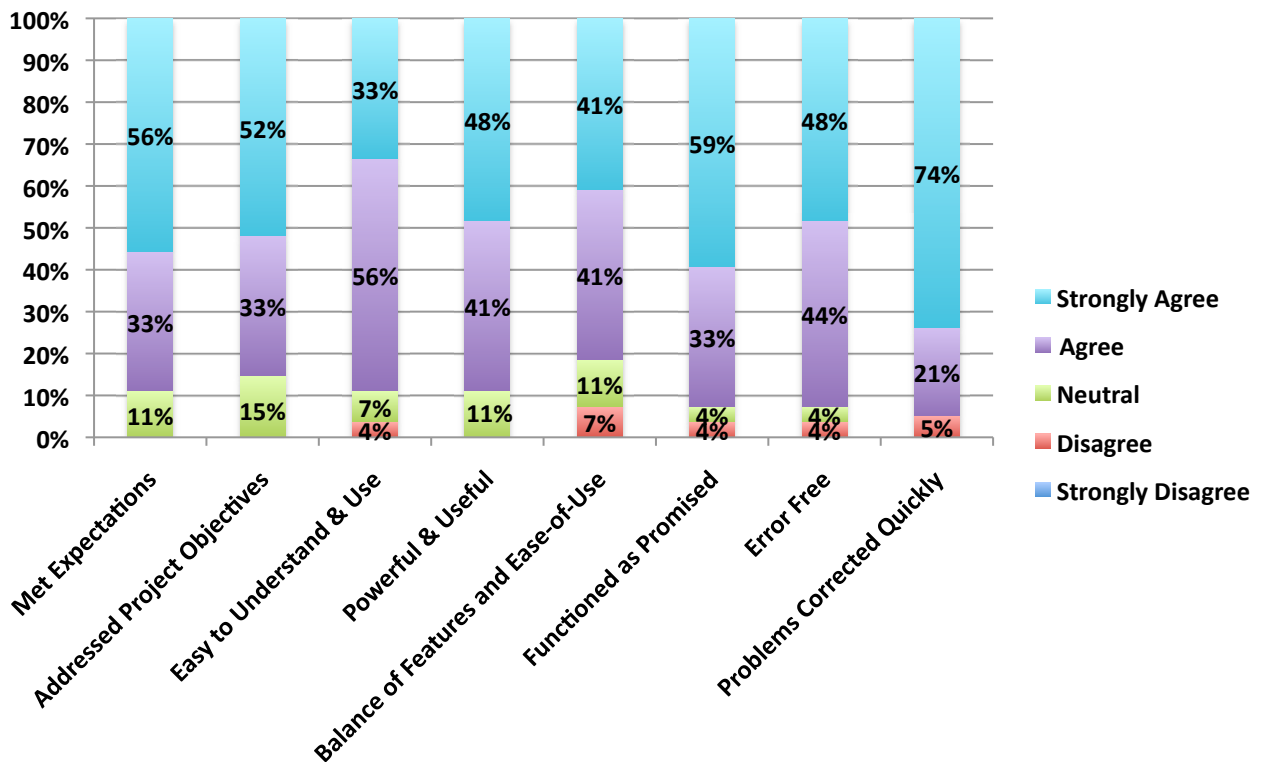
- Unaided Responses Describing OI Tools
(in order of frequency with most frequent responses first. n=26)
 - Thorough
 - Analytical
 - Easy to Use
 - Complex
 - State of the Art
- 56% of respondents said the overall quality of OI’s analytical models was excellent and another 37% said quality was good (93% for the top two responses)
- 59% of respondents said the timeliness of OI’s analytical models was excellent and another 30% said timeliness was good (89% for the top two responses)
- 56% of respondents said the completeness of OI’s analytical models was excellent and another 37% said completeness was good (93% for the top two responses)

OI Tools Ratings (n=27)



- 56% of respondents strongly agreed and 33% agreed that OI Tools had met their expectations (89% for the top two responses)
- Just over half of respondents strongly agreed and 33% agreed that the OI model they received had addressed their project objectives (85% for the top two responses)
- One-third of respondents strongly agreed and 56% agreed that OI Tools were easy to understand and use (89% for the top two responses)
- 48% strongly agreed and 41% agreed that OI Tools were powerful and useful (89% for the top two responses)
- 41% of respondents each strongly agreed and agreed that OI Tools balanced powerful features with ease of use (82% for the top two responses)
- 59% of respondents strongly agreed and one-third agreed that the OI model purchased functioned as promised (92% for the top two responses)
- 48% strongly agreed and 44% agreed that the OI Tool purchased was free of errors, (92% for the top two responses)
- In situations where there were errors with the model purchased, 74% of respondents strongly agreed and 21% agreed that any problems were corrected quickly, (95% for the top two responses)

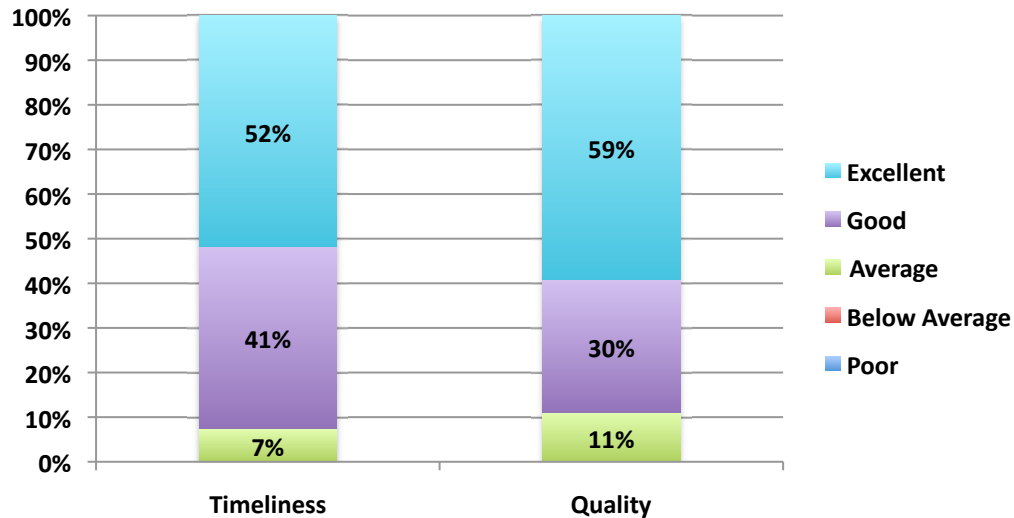
OI Tools Opinions (n=27)



Objective Insights Project Management & Communications

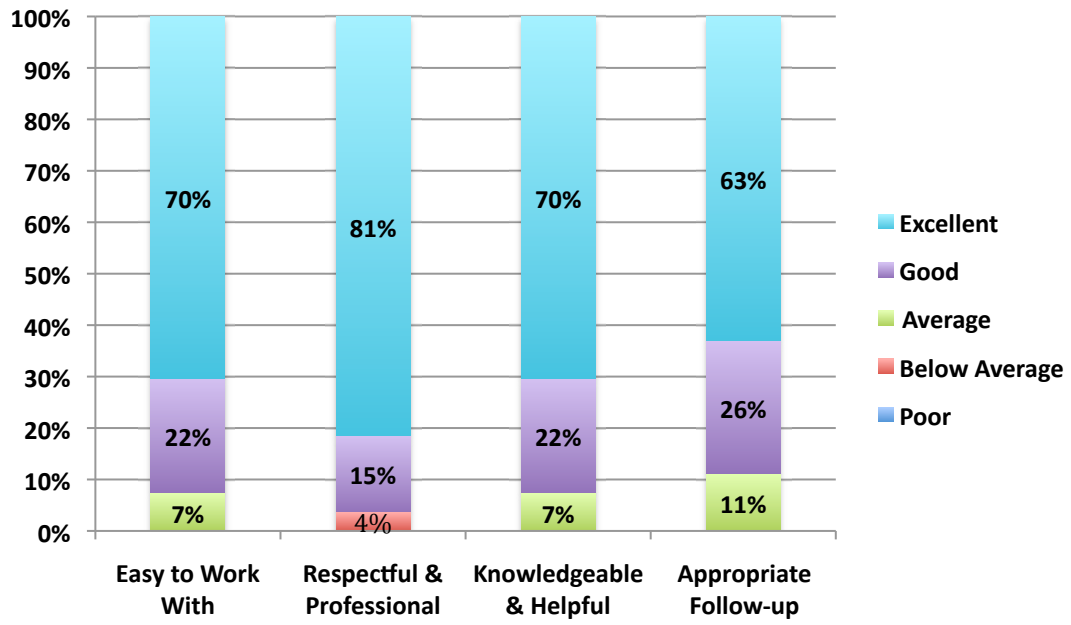
- 52% of respondents rated the timeliness of Objective Insights’ project communications as excellent and another 41% rated timeliness as good (93% for the top two responses)
- 59% of respondents thought the quality of Objective Insights’ project management was excellent and 30% thought the quality was good (89% for the top two responses)

Project Management Ratings (n=27)



- 70% of respondents strongly agreed and 22% agreed that Objective Insights consultants were easy to work with (92% for the top two responses)
- 81% strongly agreed and 15% agreed that OI employees were respectful and professional (96% for the top two responses)
- 70% of respondents strongly agreed and 22% agreed that Objective Insights personnel are knowledgeable and helpful (92% for the top two responses)
- 63% strongly agreed and 26% agreed that Objective Insights followed up appropriately during and after the project (89% for the top two responses)

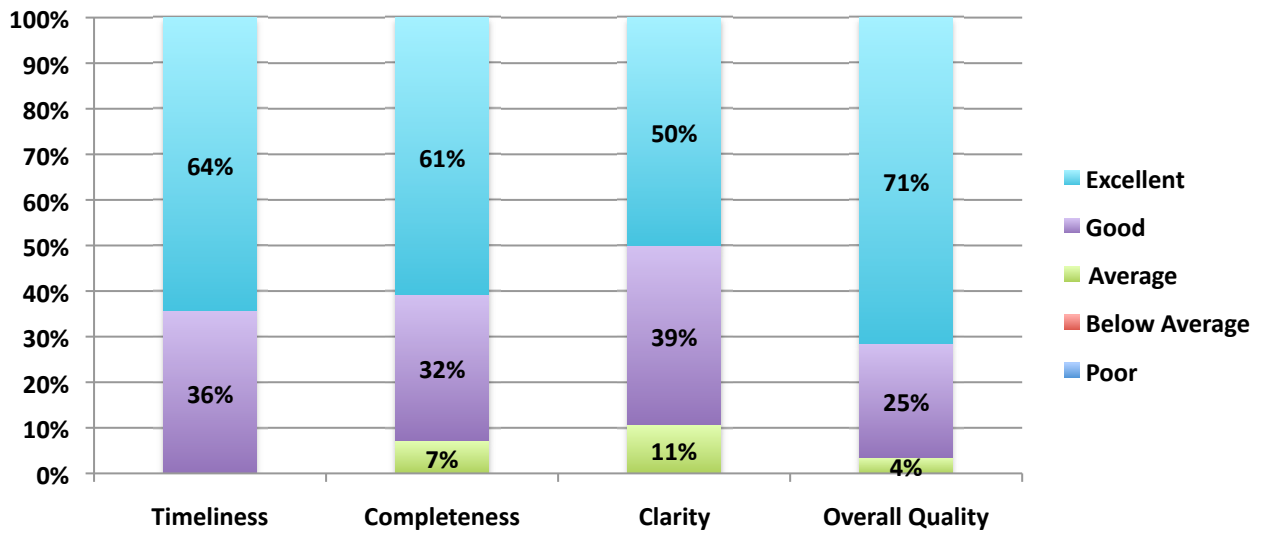
Project Management Opinions (n=27)



Objective Insights Proposals

- 71% of respondents said that Objective Insights' proposals were of excellent quality and another 25% rated the proposal quality as good (96% for the top two responses)
- All of the respondents thought the timeliness of the proposals was either excellent or good (100% for the top two responses)
- Nearly two-thirds of respondents thought the completeness of OI proposals was excellent and another third thought completeness was good (93% for the top two responses)
- Half of respondents thought the clarity of OI proposals was excellent and nearly 40% thought clarity was good (89% for the top two responses)

Proposal Ratings (n=28)



- 62% of respondents strongly agreed that OI proposals met their expectations and nearly another third agreed so (93% for the top two responses)
- Two-thirds strongly agreed that OI proposals addressed their project objectives and another 28% agreed as such (94% for the top two responses)
- 62% of respondents strongly agreed that OI proposals were free of errors and another 38% agreed as such (100% for the top two responses)
- In those cases where respondents had given Objective Insights an RFP, 69% strongly agreed that the proposal had addressed the RFP and another 31% agreed (100% for the top two responses)

Proposal Opinions

