



# ABOUT *us*



assess, align, achieve<sup>®</sup>



# *our* COMPANY

## WHO WE ARE

ath Power Consulting is a premier provider of research and customer experience solutions. We are the all-in-one resource for survey and mystery shop research, competitive intelligence, compliance testing, market analyses, social media monitoring, employee training, and strategic consulting.

**Clients are the driving force behind ath Power Consulting, and they represent many of the most customer-centric organizations known today.**

For over two decades, we have helped our clients improve customer/member/stakeholder experience, boost loyalty and satisfaction, maximize operational performance, deepen employee engagement, ensure compliance, and increase profitability – distinguishing them from their competition and giving them a commanding edge in the marketplace.

## WHAT WE DO

ath Power Consulting improves bottom-line performance for organizations. Through our research, we provide our clients with the critical information needed to understand customers, prospects, employees and competitors, measure loyalty and satisfaction, identify strengths and weaknesses, test product and service offerings, determine marketing and advertising effectiveness, pinpoint compliance issues, and much more.

Our comprehensive consulting services help clients utilize that critical data and information by providing a full breakdown of the research results and offering our strategic recommendations to take their business to the next level.

**Lastly, our custom training programs, based on each client's unique products, services and corporate culture, teach the necessary skills to effectively implement their specific CX strategy, and achieve an exceptional customer experience at every touchpoint - internally and externally, across the organization.**



# our EXPERTISE



Since our inception in 1997, organizations have turned to ath Power to help them improve operational performance, build brand loyalty, reduce attrition, and increase profitability and market share in this highly competitive marketplace. Clients choose ath Power for our world-class customer service, expert team, proven research methodologies, robust analytical capabilities, and innovative technology. Our deep industry knowledge and experience allow us to create custom research and strategy programs unlike any of our competitors. We provide flawless data collection and have successfully designed, developed, and managed some of the largest multi-channel and multi-modality research initiatives in North America.

## PROVEN SOLUTIONS

ath Power offers broad range of fully customizable solutions, including:

- ✓ Mystery Shop Research
- ✓ Survey Research
- ✓ Competitive Intelligence
- ✓ Syndicated Research
- ✓ Social Media Monitoring
- ✓ Compliance Audits
- ✓ Employee Training and Development
- ✓ Strategic Consulting

Our solutions are always tailored to our clients' specific needs and scaled accordingly. We work closely with each client to assess their individual needs and objectives, align their vision with a strategy, and determine which programs will yield the best results. They can range from discrete surveys and competitive analyses, to large, ongoing mystery shop studies, and employee training initiatives. Ultimately, we provide the insightful analysis and actionable recommendations necessary to achieve their business goals.

# *how our* SOLUTIONS CAN ADD VALUE TO YOUR COMPANY

## EXAMPLES OF TYPICAL STUDIES AND PROGRAMS

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- Customer Experience Measurement Studies
  - Customer Satisfaction Tracking Studies
  - Customer Attrition/Retention Assessments
  - Customer Segmentation Studies
  - Rewards and Incentive Shops
  - Exit and Closed Account Surveys
  - Loyalty Assessments
  - Post-Transaction Interviews
  - Online Research Surveys
  - Competitor Analyses
  - Compliance Audits
  - Assessments of Potential Risk Against Regulations
  - Employee Engagement Studies
  - Internal Evaluations
  - Organizational Assessments
  - Marketing/Advertising Effectiveness Studies
  - Consumer Opinion and Image Audits
  - Market Expansion/Trending Studies
  - Market Positioning
  - Evaluations of Credit Card Marketing Requirements
  - Product Feature Requirements/Gap Analyses
  - Product/Concept Testing
  - Employee Training and Coaching
  - Strategy Development

# *our* EXPERT TEAM

## OUR EXPERT TEAM

Our solutions are second to none, however, we would not be where we are today without our remarkable team members. The ath Power team of Ph.D. researchers, analysts, consultants, and market specialists possess decades of far-reaching expertise with research and strategy across a broad array of industries.

**Our Executive Consultants, Project Managers, and Senior Leadership team all work in tandem with our expert research team to provide an extraordinary client experience that is demonstrated by our longstanding client relationships and their own industry achievements. We are a hands-on, results-driven team that takes pride in who we are and what we can do for our clients.**

## MSPA ELITE

ath Power has been named an “MSPA Elite Company” for five consecutive years. This distinguished award recognizes companies that demonstrate outstanding leadership and support in advancing customer experience and the goals and objectives of MSPA Americas, the major trade association representing the customer experience management and measurement industry.

The award winners are considered the leading research organizations shouldering the advancement of the customer experience industry. ath Power has been named an MSPA Elite company every year since the award program began back in 2014, and is one of only two firms to accomplish this feat.



# *our* WEB-BASED REPORTING PLATFORM



Through an engagement with aNET Power, our clients have the opportunity to connect to our industry-leading, web-based Customer Experience Reporting Platform, aNET®, enabling real-time access to program data, analysis, trending, and coaching recommendations. The accuracy and flexibility of aNET® provides the ability to segment data easily. Reporting can be generated at any time, 24/7.

aNET® is also designed to support client manager hierarchy, enabling segmentation of client access and reporting by role/responsibility within the organization. Reports can be customized to a client's specific requirements, and individual results are displayed as they are captured on aNET®. For other feedback programs previously in place, ath Power uses data extraction methods to consolidate future and past data from various sources to provide maximum return on your investment.

**Instant Online Reporting:** A suite of reports is available to you right away. Every report will have up-to-the-second results in formats such as: Overall Trending, Graphing, Exception, Correlation, Overview, and Line Analysis. If you desire a report from a previous system, our programming staff can customize and replicate nearly any report you require, including reports that were not originally in an online format.

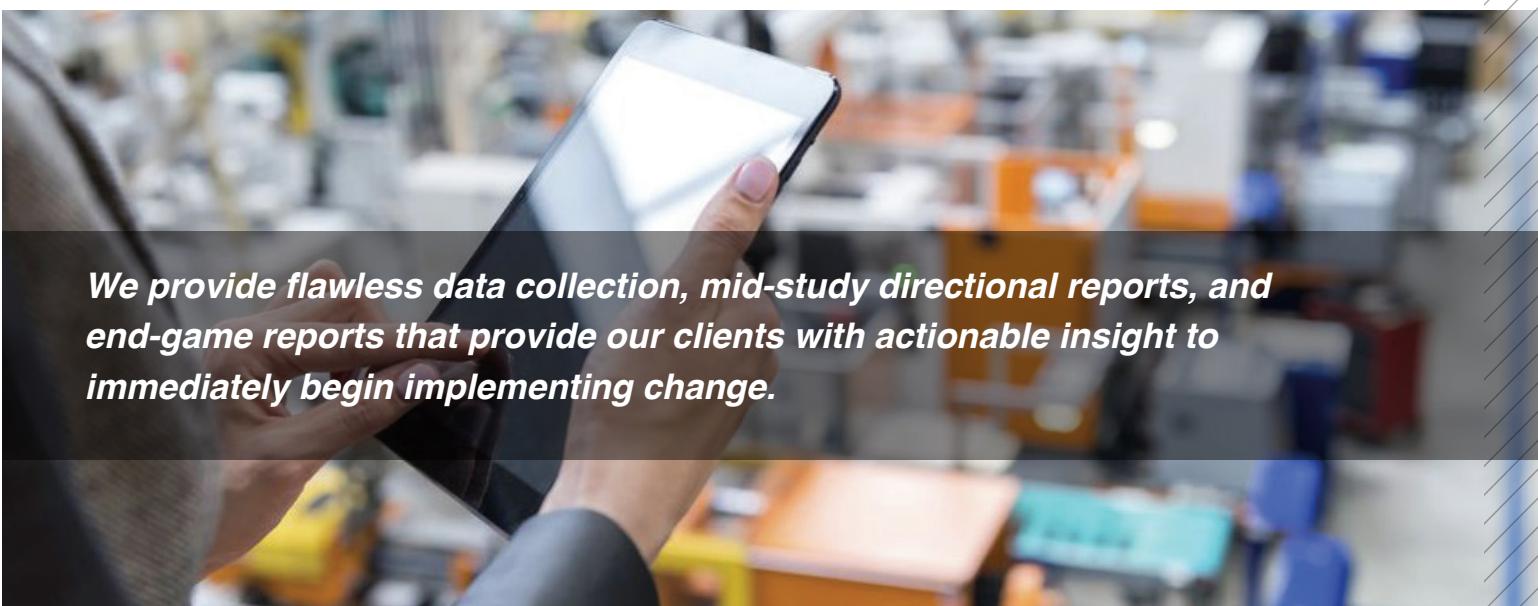


## aNET® FEATURES:

- Customized reports and dashboards
  - Limitless data segmentation
  - Drill-down/filtering capabilities
  - 24/7 live access and real-time reporting
  - Ad Hoc reporting
  - Triggered email notifications
  - Unmatched flexibility and reliability
  - Mystery shops and surveys displayed daily
  - Integrate outside data for maximum ROI
  - Embedded training notes and coaching suggestions
  - Ability to export reports to several common formats
  - Maximum data security

# *why* CHOOSE ATH POWER SOLUTIONS

- Expansive market knowledge, proven research methodologies, robust analytical capabilities
- We provide world-class customer service by truly listening to our clients and forming long-standing relationships
- We have successfully designed, developed, and managed some of the largest multi-channel and multi-modality research initiatives in North America
- Proven accomplishments in creating action from program results, and an unmatched record of client success
- We own the industry's leading Customer Experience Reporting platform, aNET®
- Our dedicated team of analysts, market specialists and consultants possess unparalleled industry expertise and field experience
- We own one of the largest panels of field representatives and shoppers in North America
- All programs are tailored to each individual client and focus on both near-term and long-term success
- We are cost-competitive and we always work to develop programs that fit within our clients' budgets



***We provide flawless data collection, mid-study directional reports, and end-game reports that provide our clients with actionable insight to immediately begin implementing change.***

# GET *in* TOUCH

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