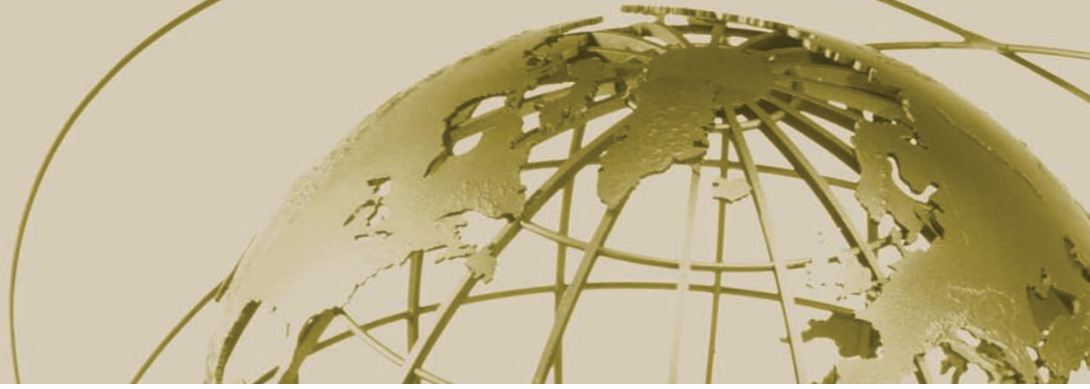




Opinion Research Corporation



Attract, retain and engage the best employees and turn them into advocates for your business.

EMPLOYEE ENGAGEMENT

Opinion Research Corporation's Employee Engagement practice helps organizations understand how to attract, engage and retain employees to maximize organizational performance and profitability. By effectively managing their workforce, companies can significantly boost their bottom line.

Our approach spans the entire employee "lifecycle," from attracting high-quality applicants to engaging new and existing employees, retaining valuable staff members and managing turnover.

We work with management teams to create strategic action plans targeting areas in need of improvement and offer ongoing support for implementing and managing change through such tools as focus groups, workshops, training sessions, follow-up surveys and more.

Issues we can help you with include:

- Measuring the employer brand
- Becoming an employer of choice
- Engaging new recruits
- Optimizing employee engagement
- Retaining valuable staff members
- Managing employee turnover

Our experience has shown that when companies actively pursue strategic change, they realize measurable, sustainable results which positively impact organizational and financial performance.

To learn more, contact ORC's Employee Engagement Practice:

Phone: 1-800-865-5529, ext. 6152
Email: answers@opinionresearch.com

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P.O. Box 183 • Princeton, NJ 08542 • 1-800-444-4672 • answers@opinionresearch.com • www.opinionresearch.com/us



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ABOUT OPINION RESEARCH CORPORATION

Founded in 1938, Opinion Research Corporation (ORC) is the market research industry's only true global boutique, with offices across the U.S., Europe and Asia Pacific region. We help clients achieve success within their markets and with their customers, employees and other stakeholders by providing fact-based, action-oriented intelligence and advice in the areas of Customer Strategies, Employee Engagement, Corporate Brand & Reputation, and Market Planning & Development.

ORC is known for its leadership in the integration of research and technology, as well as for the flexible, nimble and responsive approach we apply to the complex market research challenges facing our clients around the world. We are proud to be an official partner of CNN, the most trusted name in news, on the CNN/Opinion Research Corporation Poll®. ORC is a member of the *infoGroup* family of companies, the leading provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions.

BUSINESS ISSUES EXPERTISE

Our team of seasoned research professionals partner with you at every stage of your business' lifecycle to help you address issues such as:

- Building your brand
- Developing stronger relationships with your customers
- Understanding your customer's needs and expectations
- Delivering differentiated products and services
- Entering new markets
- Identifying new and innovative opportunities for growth
- Attracting, retaining and engaging the best employees
- Safeguarding your corporate reputation

INDUSTRY EXPERTISE

We serve clients in a diverse range of industries, with broad expertise in:

- Financial Services
- Information Technology & Telecommunications
- Healthcare
- Public Services

RESEARCH PRODUCTS AND SERVICES

Our range of specialized research products and services includes:

- The CARAVAN® suite of shared-cost, multi-client omnibus services, featuring:
 - CARAVAN® International
 - Small Business CARAVAN®
 - CARAVAN® Telephone Omnibus
 - Online CARAVAN®
 - Teen/Pre-Teen CARAVAN®
- IDetailing™—On-line product ideation
- Citimarks™—Citizen satisfaction services
- PR Plus™—"Survey in a box" to generate media coverage
- Out-of-Box Experience™—Critical product development intelligence for new tech products
- CSMPactor®—Customer satisfaction and loyalty measurement tool

For more information about Opinion Research Corporation and to download our latest publications, press releases, survey results and more, visit our website at www.opinionresearch.com or contact us via email at answers@opinionresearch.com.

