

Welcome to Compass Plus®

With Compass Plus® you will:

- maximize profits by pinpointing the exact training your employees need to excel
- know where staff improvement is needed and where strengths exist that you can build on
- be able to direct your training budget to the areas needing it most, and not waste time or money where it's not needed
- measure the effectiveness of your ongoing training programs
- be knowledgeable and confident when planning the future direction of your business

The Compass Plus® business survey tool is a product of two organizations, Resource Connections, Inc. and Rivertown Communications, Inc. Both organizations have years of experience in developing and delivering training programs to help business, organizations and government agencies.

We developed Compass Plus® because our customers have a constant need for accurate information that relates to their organizations, employees and client base. Having the right information at the right time is essential when planning or evaluating training programs, assessing management and employee effectiveness, benchmarking sales proficiency and measuring customer satisfaction.

Because of our experience in all these areas, we were able to develop an effective survey tool that can help your organization measure and improve. Our combined customer base includes businesses of all sizes, from small, start-up companies destined for growth to some of the largest multinational corporations.

The Compass Plus® system combines the targeted accuracy of a survey custom designed and branded for your organization with the speed and economy of a computerized tool.

If you need more precise, timely and appropriate data, you've come to the right place. Compass Plus® is a tool you need to know about.

Compass Plus® is Unique

The Compass Plus® system is different from what most other companies offer in three important ways:

1. We have consultants on staff that will listen to you and help you design just the survey you need. Our management and training experts are real people with real-world experience.
2. While many survey systems are Internet based, very few offer "dual-scale" capabilities. Compass Plus® does. For each question we capture two data sets, a ranking and a level of importance. This difference is extremely important in most survey types. View a more detailed explanation of the "[dual scale](#)" (also called "gap analysis") advantages.
3. Compass Plus® is fully customizable and can be configured to carry your logo and other corporate branding elements. Your employees and customers will see your name, not ours.

Compass Plus® is Flexible

Compass Plus® can be configured to collect the data you need. If you can explain the data you want, we can design a survey to capture it. Typical survey types include:

- Performance Management
- 360 Degree Feedback
- Customer Demographics
- Customer Satisfaction
- Sales effectiveness
- Website Evaluation
- Training Needs Analysis
- Management Effectiveness
- Supervisor Effectiveness
- Training Effectiveness
- Product Satisfaction
- Enhancement Requests
- New Product Evaluations
- Needs Assessment
- Account Management
- Customer Loyalty
- Leadership Effectiveness
- Exit Interview Data

Area to Evaluate	Traditional Single-Scale Survey	Dual-Scale Survey	360 Degree Feedback
Customer Demographics	X		
Customer Satisfaction		X	
Website Evaluation		X	
Training Needs Analysis		X	X
Product Satisfaction		X	
Enhancement Requests		X	
New Product Scoping		X	
Needs Assessment		X	
Account Management			X
Customer Loyalty	X	X	
Leadership effectiveness			X

Survey uses and recommended survey types

To learn more, explore the rest of this site, or simply give us a call. 651.430.0353, Ext. 117. We'd love to learn more about you and your organization.