



NATIONAL  
BUSINESS  
RESEARCH  
INSTITUTE

# Survey Vendor Checklist

✓ Ask survey vendors the right questions

✓ Measure vendors equally

✓ Improve your vendor selection process

SURVEY VENDOR  
QUALIFICATIONS

NBRI

OTHER

OTHER

## CORE COMPETENCIES

Scientific Psychological Research	✓		
Benchmarking by NAICS/ISIC Code(s)	✓ Over 10.5 billion responses		
Root Cause Analysis	✓		
Taking Action	✓		
Full-Service Survey Research	✓ Turnkey		
Survey Research Experience	✓ 35+ years, 30,000+ clients		

## PROJECT TEAM

Organizational Psychologist	✓		
Research Consultant	✓		
Project Manager	✓ Single point of contact		
NBRI Executive Sponsor	✓ VP-level or above		

## TOOLS

Free Education	✓ Videos, webinars, white papers, e-books		
Online Platform	✓		

## SURVEY DESIGN

Question Database Consulting	✓		
Custom Questions	✓		
Standard Surveys	✓ Many		
Validated Questions	✓ 1000s		

# SURVEY VENDOR QUALIFICATIONS

NBRI

OTHER

OTHER

## SURVEY DEPLOYMENT

Multiple Deployment Types	✓ Paper, online, telephone, mobile devices		
Global Surveys	✓		
Multiple Languages	✓ Any written language		
Manage Confidence Level & Sampling Error	✓		
Ensure Data is Valid for all Reporting Groups	✓		

## REPORTING

Dashboard	✓		
Standard Reports	✓		
Custom Reports	✓		
Client-Generated Reports	✓		
Reports by Demographic	✓		
Instant Email Alerts	✓		
Executive Summary	✓		
Results Presentations	✓ On-site or webcast with organizational psychologist		

## TAKING ACTION

Process Training	✓		
Employee Brainstorming	✓		
Short List of Best Recommendations	✓		
Obtain Executive Approvals	✓		
Implement Solutions to Root Causes	✓		

## PRICING

Volume	✓		
Competitive	✓		
Multi-Year	✓		