

CONTINENTAL RESEARCH ASSOCIATES, INC.

CAPABILITY STATEMENT

Continental Research Associates, Inc.

t/a Continental Research
4500 Colley Avenue
Norfolk, VA 23508

Consulting Services:

Category 5 -
Customer Service Programs

Contract Number:

PF14804C05-09
through August 13, 2014

DMBE certification:

657424

SWAM certified female owned, small business

Contact:

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VA SCC ID:

03348992

NAICS codes:

541910, 541720, 541613

NIGP codes:

96160, 91812, 91876

DUNS:

11-297-1189

MANTA profiled

Business opened in 1974

SUMMARY

Continental Research is a full-service marketing research and consulting firm. We employ many different methodologies. For example, to address customer service issues we use:

- ➔ Focus groups
- ➔ Phone surveys
- ➔ One-on-one interviews
- ➔ Online Internet surveys
- ➔ Intercept interviews (e.g., with tourists)
- ➔ Employee surveys
- ➔ or elaborate experimental designs

We measure attitudes toward programs, services, operations, logos, slogans, and new ideas, providing the answers you need to make better decisions and plan for the future. Our work helps clients develop winning strategies, build stronger brands, improve service, save money, and encourage loyalty.

We believe that a good assessment isn't about numbers. It's about interpreting information in a way that makes sense, is useful for planning, and can be tracked into the future.

OUR PROCESS

After agreeing upon objectives for the assessment, we develop a survey methodology, design a data collection instrument, conduct interviews, tabulate the data and prepare a report. While customers always want shorter waits, more individual attention, and higher levels of efficiency, our goal is to consider the factors that can enhance customer satisfaction. Often, it is the "little things" that make a big difference. In analyzing the results, we look for opportunities for improvement and test for differences between groups.

Comprehensive reports focus on strengths and identify areas where improvements can be made. We work hard to ensure that our product is a readable, action-oriented, final report... and we make sure our clients are happy.

Category 5 → Consulting Services Contract → Pre-Approved Vendor

THE COMPANY & OUR CLIENTS

When you hire us, all aspects of the research process are handled by professionals on our staff who do similar projects every day. A team of seasoned professionals, with highly specialized training, guides each project from initial definition through final analysis. Our CEO, Nanci Glassman, has been the President of Continental Research since 1974. Under her direction, Continental Research has grown from a small consulting business to a full-service marketing research firm with clients throughout the United States.

For **over 35 years**, we have measured customer satisfaction and studied a wide variety of state and local issues (e.g., taxpayer services, tourism, VDOT bridges and highways, ABC stores, jet noise, VIEW, community policing, the Virginia Fatherhood Campaign, recreational needs, red light cameras, the WIC program, recycling, eminent domain and land use, and the Supreme Court of Virginia).

Well over 80% of our business is **repeat business**. In addition to the state agencies, we have Federal (e.g., NASA) and municipal clients (e.g., the City of Virginia Beach, Hampton, York County, Chesapeake, Herndon, Suffolk, Colonial Heights). Most projects involve tracking studies, repeated at specified intervals, to monitor perceptions over time. By handling **all phases in-house**, we are able to maintain complete control to ensure the highest quality product. Our work runs smoothly and quickly, and we meet our deadlines.

Our **fees** are very reasonable. Clients tell us that we are well “below the middle.” We have absolutely no extras on our P & L; we simply charge what it costs us to do the work.

EASY CONTRACTING THROUGH eVA

Continental Research is one of the selected firms holding a State Contract to provide customer service and research consulting to all localities and agencies in Virginia (incl. some private schools). Considerable time and effort is saved when purchasing agents use this contract. The Category 5 description includes:

Assist [in] assessing and/or establishing customer service programs, to include customer relations, service delivery requirements, response times, service levels and referral processes, complaint management, customer surveys, and effective communications. Establish customer satisfaction surveys and analysis, develop performance metrics for customer service tasks, establish effective customer service strategies suitable for a given function, establish communications and complaint elevation protocol, and recommend customer service, communications, quality, or other training as necessary.

The contract is found on the eVA website: <http://dps.dgs.virginia.gov/dps/contracts>

Scroll down to **Consulting Services Category 5** where our design, survey, and analysis work is found under contract **PF14804C05-09**. Click on **Contract Renewal Documents** to see how to use this existing contract. Your estimate of the cost of the project determines how you will secure quotes/proposals from the two Category 5 vendors.

If you are interested in using this contract, please contact:

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