



## Research Surveys

Vistra has surveyed upwards of half a million respondents for federal clients. We design, implement, and manage printed and online multilingual satisfaction and customer experience surveys. Our surveys quickly collect information from large, targeted stakeholder groups.

We follow a rigorous survey process flow using five phases: planning, design, data collection, review and analysis, and presentation. Each phase consists of several sub-processes embedded with quality controls, including tightly monitored and controlled problem escalation protocols. We methodically field surveys that meet customers' goals and use the most appropriate data collection methods for each project, be it via online platforms, phone, paper, email or SMS, or a combination of methods. We work closely with clients to design efficient, cost-effective questionnaires to collect meaningful data points that inform strategy and future decision making. Our survey instruments:

- Capture intended constructs of interest
- Are least burdensome to respondents to maximize response rates
- Provide optimal user experiences (UX) so respondents can complete surveys with ease

### Past Performance



**US Army Corps  
of Engineers®**

### Sound Sample Plans Enable Valid Conclusions

A sound sample plan ensures that the survey sample best matches our clients' intended audiences and allows organizational leaders to draw valid conclusions. To do this, Vistra:

- Incorporates advanced pre- and post-survey data records management into all survey projects;
- Pre-tests questionnaire scripts meticulously for flow and logic;
- Combines the most current optical/digital survey questionnaire scanning for print surveys using high-efficiency Kodak scanners for accurate output that far exceeds industry benchmarks; this is carried out alongside traditional, manual data entry to produce high-quality data sets. Precise data cleaning procedures detect any underlying data quality outlier issues that may require further review.

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