

PerfectForms Success Story: Affinity Management Group

EXECUTIVE SUMMARY

CUSTOMER NAME

- Affinity Management Group

INDUSTRY

- Sales/Process/Marketing Consulting

BUSINESS CHALLENGE

- Improve Survey Client Response
- Reduce Maintenance costs and downtime
- Increase and expand business opportunity through software solutions

PERFECTFORMS SOLUTION

- Replaced older infrastructure with dynamic PerfectForms solution
- Provided on-call responsive service
- Streamlined business processes using the PerfectForms workflow solution

BUSINESS RESULTS

- Expanded business opportunities
- Since implementing PerfectForms, survey response rates have been reported as 29 percent higher than industry norms

BUSINESS CHALLENGE

The Affinity Management Group is a market leader in business consulting and survey services. Affinity has directed sales and created surveys for numerous Fortune 500 companies, including technology firms, telephony networks, human resources specialists, health care institutions and other professional services.

Before implementing PerfectForms, Affinity's survey system relied on a framework based on Quask. Faced with mounting deadlines and rising customer demands, Affinity needed to implement an immediate flexible solution that combined operational efficiency with dynamic customer service.

As a long time Quask user, Affinity owner Adrina Patterson was initially drawn to PerfectForms due to its high customizability and reliability. PerfectForms International Account Manager Jeff Bowden personally worked with the firm to integrate PerfectForms into Affinity's existing infrastructure. Since implementing PerfectForms, Affinity has seen fantastic results.

"Jeff has been a godsend! Every time I have hit a wall on something and can't get the form to do what I want, I send Jeff an email and within 10 minutes Jeff is calling me to tell me how to do it."

"The service level has been phenomenal!"

-Adrina Patterson, Owner of Affinity Management Group

SURVEY SOLUTION

In addition to providing excellent customer service, PerfectForms has provided Affinity with the expandable platform that it needs to run client based customer surveys, a core element of their services. With over 20k businesses surveyed, PerfectForms allows Affinity to quickly and easily execute surveys, which provides Affinity's customers with the business edge they need to create effective marketing campaigns and make solid business decisions. This innovative solution saves Affinity's clients thousands of dollars.

BUSINESS RESULTS

Last year, Affinity reported over 10-15 million dollars in sales for clients, which were primarily driven by client survey solutions. PerfectForms software as a service solution has provided Affinity Management Group with an essential software framework, which has streamlined workflow—delivering an impressive one-year return on investment— and transformed the way Affinity employees do their jobs.



- **Affinity survey response rates have been reported as 4 to 5 times better with PerfectForms than industry norms.** The sector typically has a 4 - 8% typical response rate for surveys, but Affinity reports that with PerfectForms their norm for 2008 was a 37% response rate. Affinity attributes this increase to the high customizability and attractive, professional look of PerfectForms, which is backed by Affinity customer testimonial.
- **Reduced maintenance costs.** All technical problems are easily solved with the assistance of PerfectForms on-demand solutions management staff.
- **Reduced loss leads due streamlined workflow.** Affinity reports that the workflow management system has prevented items from being misplaced or mismanaged, which has increased productivity and simplified process management.
- **Expanded business opportunities.** Affinity cites that PerfectForms flexibility allows itself to be adapted to new business processes solutions, reducing costs for deployed software. They are looking at transitioning other existing processes to PerfectForms to create new business divisions.