

# Periscopic IQ



**Transforming organizations with  
data and insights**



## Transforming organizations with data and insights

PeriscopeIQ's industry leading survey platform, advanced technology, reporting, and proprietary models help organizations collect, analyze and tabulate compensation, benefits, employee, membership and customer experience and market research into actionable data analytics for business decision-making. Our integrated and holistic approach assures that the collection of compensation and benefit-related data and the measurement of employee, member and customer experiences are valid, robust and reliable, while linking directly to business outcomes.

**We know that data doesn't drive decisions - intelligence does.**

We are uniquely committed to understanding our clients' issues. We model survey solutions that integrate science and rigor to deliver the most accurate intelligence possible so you can meld the needs, feedback and concerns of your key stakeholders with your business strategy. All of our solutions are built on our proprietary technology platform which offers unparalleled analytical power and reporting capabilities while remaining user-friendly, flexible and customizable.



## Our Core Business

PeriscopeIQ has invested its deep expertise, industry knowledge, academic approach and creative energy into innovative survey-based solutions that have transformative impact on our clients' businesses.

**All PeriscopeIQ solutions are driven by a relentless commitment to produce results uniquely suited to you and your business.**

# Focused Solutions

## Compensation & Benefits Insights

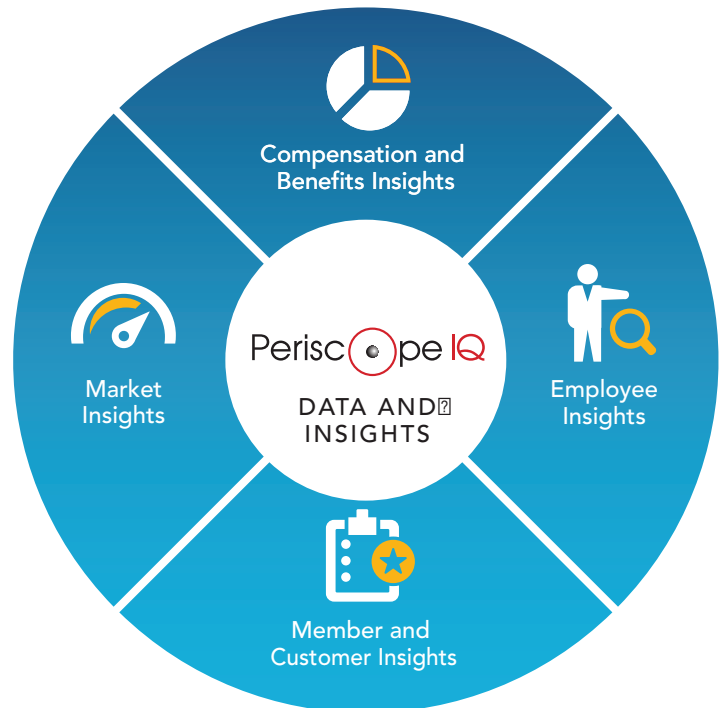
**Managing your compensation & benefits is a critical component of your organization's success**

We offer a suite of survey-based solutions to effectively help you manage your compensation and benefits strategy so you can align your strategies with employee expectations to positively impact employee morale, productivity and retention. Use our platform to gain actionable market insights to help attract, engage and retain top talent.

## Employee Insights

**Unleash and empower your employees to drive business performance**

We offer Voice-of-the-Employee solutions, for use by organizations and consultants, that identify level of engagement, profile competency, build competency maps, ascertain leadership and development effectiveness and to transform organization culture.



## Member and Customer Insights

**You know your members. Now transform your members' experience using the PeriscopeMX Solution.**

Drive member and customer loyalty, acquisition, and retention, with PeriscopeMX/CX's rigorous measurement of your member and customers' experiences. Build reliable and valid metrics for all your member and customer touch points so you can increase satisfaction and to help ensure membership and customer growth.

## Market Insights

**Organizational success depends as much as on how organizations react to external environment and market forces as on internal excellence.**

We offer a broad range of powerful market research and intelligence data that can help you assess current and emerging competitive forces that are likely to impact your business. Combining these insights with employee insights and member/customer insights, the 360-view can help you navigate the trickiest of waters and lead you to market leadership.

# What makes PeriscopeIQ different?

## Technology & Innovation Leadership

Our proprietary tools and advanced market research techniques enable us to offer industry-leading data quality and integrity. Our technology is built to inform, guide and deliver actionable insights at every level of your organization, including real-time alerts.

## Scientific Rigor

We believe the purpose of actionable, integrated and differential metrics is to drive business strategy and market leadership, not just to show numbers and plots in fancy dashboards. We deliver reliable and valid insights that feeds your decision-making.

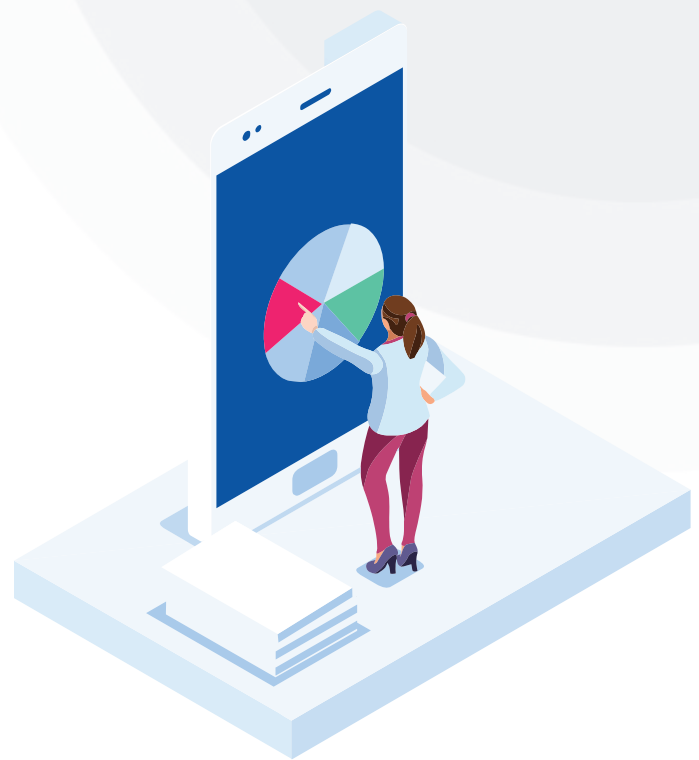
## Data Integrity

We are relentless about integrity. We test and re-test. Our methods result in low abandonment rates and consistent internal measures by weeding out suspicious input, rejecting incomplete responses and reducing survey fatigue. Our promise is to deliver trusted insights and assured results.

## Expertise

We take an academic approach – we are PhD's, data scientists and thought leaders with a love of statistics and we take pride in offering the most intellectually honest and analytically robust solutions on the market.

We also have deep industry knowledge – we are technologists but also are operators and consultants who bring true industry knowledge and have designed solutions to address actual customer needs.



***By investing heavily in R&D, we fortify our position as the recognized leader in advanced technologies and techniques, while our intellectual team remains on top of all relevant current business developments.***

## Flexible Engagement Model

We offer a wide range of options to our clients on how you may engage with us:

- ✓ Turnkey solutions
- ✓ Co-sourced projects
- ✓ Third-party anonymity
- ✓ Progressive capability transfer

## Service Excellence

As part of our solution offerings, we offer turnkey and zero-IT solutions and provide training for our on-demand analytical engines. In addition, our capable support staff is readily available when you need them most.

## Partnership and Project Team Excellence

Our goal is to understand your business and business strategies as well as you do. Our success - and yours - is based in large part on our commitment to building strong partnerships with our clients using multi-disciplinary teams grounded in project-focus expertise.



# PeriscopeIQ Compensation and Benefits Insights Solutions

## Compensation On-Demand Analytics (CODA)

PeriscopeIQ's Compensation On-Demand Analytics (CODA™) platform revolutionizes the collection and real-time cleaning of salary and compensation survey data. With CODA, organizations can reduce their data cleaning from days to minutes, create customizable and easy-to-use reports, and greatly reduce their exposure to risk by ensuring they are compliant with Safe Harbor Provisions applicable to compensation surveys. CODA is the only product available that utilizes proprietary algorithms to keep your organization legally compliant without discarding important data.

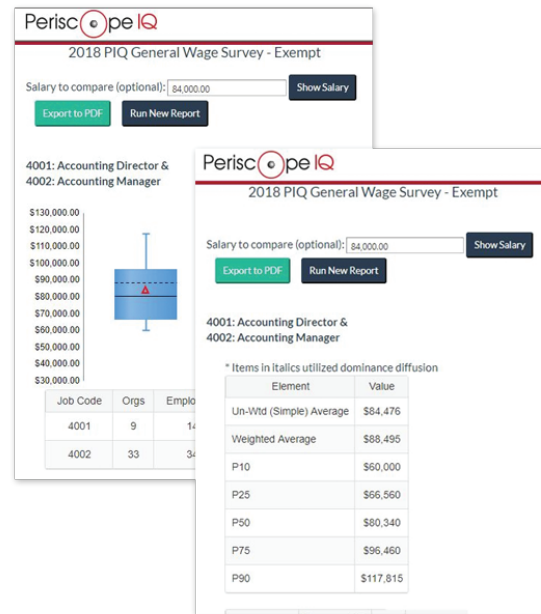
### CODA features include...

- ✓ Dominance Diffusion, a proprietary data algorithm that normalizes and reworks over-weighted data (from dominant survey participants) so that no important data is abandoned, which results in far superior outcomes as compared to other competing platforms that simply remove outliers and delete important data.
- ✓ Proprietary data cleaning algorithms that not only identify inconsistencies in data collection but also pinpoint data entries requiring review (in addition to specifying the reason for the review), analyze outliers, and apply a confidence factor score. Additionally, CODA automatically normalizes job definitions leading to higher quality, more accurate data.
- ✓ Cutting-edge data analytics and reporting that require Zero IT involvement for customers.



## PeriscopePAY

PeriscopePay allows users to generate a detailed compensation report based on a personalized filter for a specific job title and geographic location.



## PeriscopeCOMP

PeriscopeCOMP is a unique, online compensation survey platform, excellent for aligning compensation strategies with employee expectations and understanding how compensation strategies impact morale, productivity and employee retention. PeriscopeCOMP also includes a process for ensuring the effectiveness of targeted incentives.

	1-49 Employees	50-99 Employees	100-249 Employees	250-499 Employees	500-999 Employees	1000-1999 Employees	2000 or More Employees
Number of Orgs. Responding:	66	37	55	45	18	19	15
10.00 What actions does your organization take to reduce turnover? (Multiple responses permitted.)							
1.00 Review employee retention process	35	25	37	32	15	10	10
2.00 Review employee orientation process	27	25	35	36	13	8	11
3.00 Provide supervisory training for managing employees	33	22	31	32	15	9	12
4.00 Review organization pay/benefits policies and programs	50						
5.00 Provide employee training/career development	47						
6.00 Enhance organization's communication to employees	36						
7.00 Implement employee succession planning	20						
8.00 Offer alternative work schedules	23						
9.00 Conduct exit interviews	38						
10.00 Conduct employee opinion surveys	15						
11.00 Implement employee mentoring program	3						
12.00 Other	2						
13.00 None of the above	3						

10

EXEMPT: Administrative / Customer Service / Human Resources

Instructions:

- Report salary data for the pay period most convenient to you between March 1 and March 31st.
- Report compensation data by unique rates of pay (e.g., 5 incumbents at \$3500, 3 incumbents at \$5500, etc.)
- Report Annualized Salary and Average Bonus Paid in whole dollars only (do not include '\$' signs or commas).
- Report Full Time or Full Time Equivalent values only.
- If the position is bonus eligible, but no bonus was paid to anyone at that pay rate, please select "Yes" and enter "0" as the average bonus paid.

	Number of employees at this pay rate	Annualized salary	Bonus eligible?	Average bonus paid in 2018
Benefits Analyst I	3	48000	Yes	2400
Benefits Analyst II	1	39000	No	
Compensation Analyst I	4	47500	Yes	2300
Compensation Analyst II	1	36900	No	
Compensation and Benefits Director	1	87300	Yes	4500
Customer Service Director	1	89500	Yes	4600
Customer Service	5	65000	Yes	4000

## PeriscopeUSER

PeriscopeUSER provides convenient and easy-to-use online analysis for users, allowing them to filter their search to more closely match a user's situation/ scenario (e.g., large companies in a specific geographic area).

2019 Healthcare Compensation Survey

of Panel Help

Selection Type: ☒ Single Cut ☐ Multi-Cut ☐ Quick Lookup

Location:

Job Family:

Job:

Geographic Area:

Total # of FTEs:

Industry:

Annual Gross Sales/Revenue:

Profit Status:

County:

Job is Union/Non-Union:

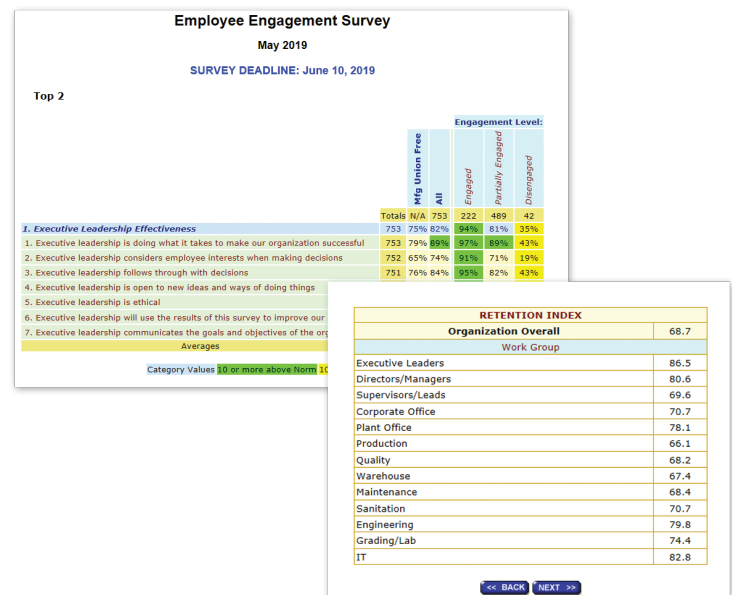
Salary report

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# PeriscopeIQ Employee Insights Solutions

## PeriscopeENGAGE

The first fully integrated employee experience and customer experience solution that highlights direct linkages between employees and customers.



## Value/Element Indexes

Values / Elements	BU 1	BU 2	BU 3
<b>Professionalism</b>	<b>77.6</b>	<b>76.6</b>	<b>85.9</b>
Personal Ownership	83.7	82.6	92.8
Mutual Respect	83.8	82.7	93.7
Effective Communications	66.5	65.8	72.8
<b>Integrity</b>	<b>85.2</b>	<b>84.3</b>	<b>93.5</b>
Accountability	82.8	81.9	91.2
Ethical Behavior	87.7	86.8	95.7
<b>Service Orientation</b>	<b>85.8</b>	<b>85.4</b>	<b>88.9</b>
Relationship Building	85.4	85.0	88.4
Stakeholder Focus	86.4	86.0	89.5
<b>Learning Organization</b>	<b>79.6</b>	<b>78.6</b>	<b>89.0</b>
Facilitating Growth and Development	83.4	82.5	90.8
Continuous Growth	76.5	75.3	87.5

## PeriscopePERFORM

Our standard performance evaluation tool contains the basic elements of an effective performance management system. It allows both employee and managers to collaborate throughout the performance cycle. It includes performance planning which is goals and competency driven. But, it is customizable to meet your organization's specific requirements. It is flexible to allow users to evaluate an employee's overall performance rating on a quantitative or qualitative basis. And, it includes both employee self assessment and development modules.



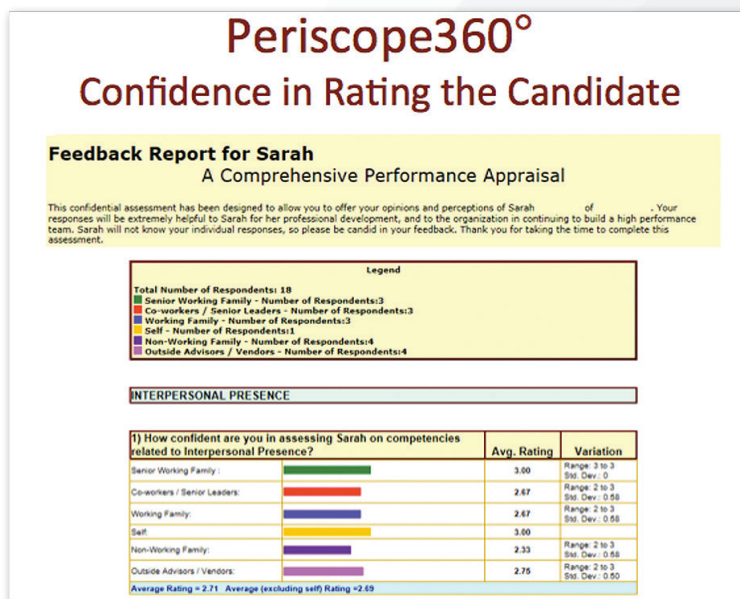
## Periscope360

Our breakthrough 360 employee-assessment system evaluates relationships and provides assessments and ratings of employee competencies through individual feedback.

Periscope360 is designed to handle all types of assessments, including:

- ✓ Competency-based assessments
- ✓ Goals-based assessments
- ✓ Combination assessments
- ✓ User-designed assessments
- ✓ Group or departmental assessments

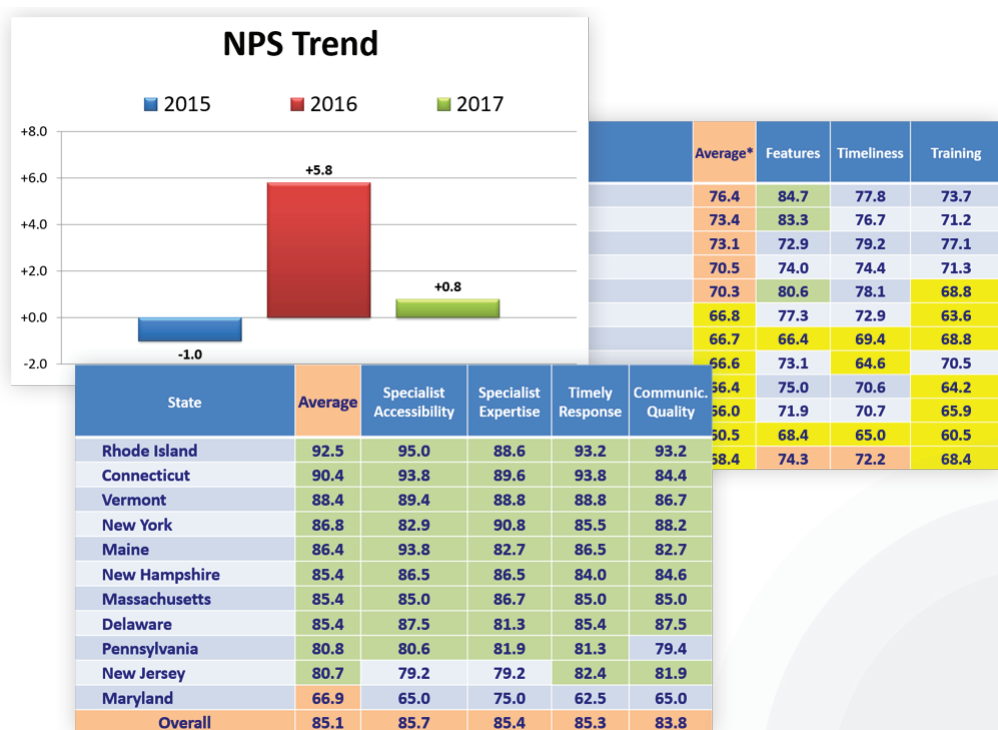
Periscope360 not only automates relationship and data integrity, but also completely automates analysis and reporting, creating competency maps and offering query capabilities. Whether by job families, departments, strategic business units or the whole company - the entire process is streamlined for ease of administration and is designed to drive your performance management, leadership development and pay-for-performance programs.



# PeriscopeIQ Member & Customer Insights Solutions

## PeriscopeMX: Voice of the Member and Customer

PeriscopeMX/CX is a leading edge member and customer feedback solution that measures every member and customer touch point with scientific rigor to deliver actionable intelligence for transforming the way organizations and associations do business. Scorecards delivered to every level of the organization identify opportunities for operational improvement. Scorecards distributed to executive levels yield strategic insights. The on-demand analytical engine harnesses additional insights. It is the next-generation solution that links member and customer experiences and metrics with business results.

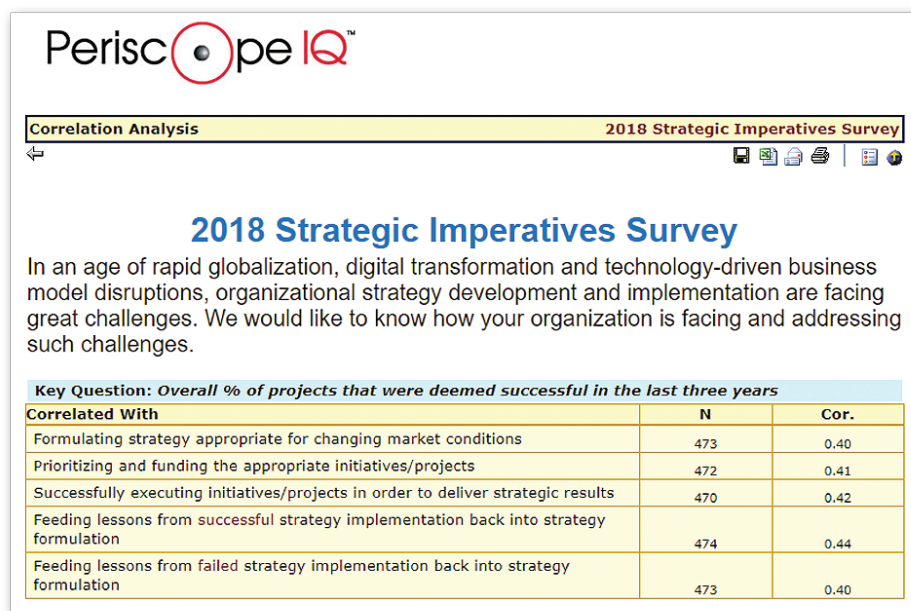


# PeriscopeIQ Market Insights

## Periscope Market Insights

Organizational success depends as much as on how organizations react to external environment and market forces as on internal excellence. This has become even more important in the last decade as the forces of rapid technology shifts and globalization have upended normal business practices.

Our market research group is your partner in assessing current and emerging competitive forces that are likely to impact your business. Using decades of market research experience and deep expertise in advanced research techniques, we provide proven strategic insights into how you can succeed in a stable or volatile business environment. Combining these insights with employee insights and member/customer insights, the 360-view can help you navigate the trickiest of waters and lead you to market leadership.



# Our Proven Process and Flexible Engagement Model

## Proven Process

Our process has been proven with organizations of all sizes and industries to deliver robust data and insights matched to their business needs.

### PLAN

We meet with your team to understand your organization's unique needs. With your input and leveraging our expertise, we design a tailored solution to meet your business objectives.

### COLLABORATE

We collaborate with your team to build a survey that then undergoes an iterative test and validation process to make sure that it is scientifically robust.

### DEPLOY

Using our proven methods and online platform, we develop, deploy and manage your customized solution.

### RESULTS

Our solutions automatically review, clean and analyze the data into meaningful, actionable metrics that are delivered to all levels of your organization in real time. We enhance this by providing experience-based insights during executive briefings.

## Flexible Engagement Model

Every client is unique so we offer a wide range of options to our clients on how we engage with them:

- ✓ Turnkey solutions - technology licensing to survey companies
- ✓ Co-sourced projects
- ✓ Third-party anonymity
- ✓ Progressive capability transfer

# Case Study: Project Management Institute (PMI) gathers data and strategic insights to assess compensation for the PM industry

## The Challenge

The Project Management Institute (PMI), the world's leading not-for-profit membership association for the project management profession needed to assess the PM industry on a more comprehensive, global basis and needed to understand how the recession was affecting project manager salaries, which couldn't be determined. PMI needed more reliable data and better reporting capabilities, as well as, a higher member rate of response.



## The Solution

PeriscopeIQ was engaged to provide two major research platforms, one for quarterly surveys of members using the PeriscopeVOE (Voice of Employee) solution. A second equally important initiative was to compile, analyze and report on industry salaries using PeriscopeCOMP and other tools. PMI used PeriscopeIQ's compensation platform to survey and produce reports for close to 20 countries on a country, by country basis.

## The Benefits

PMI was able to leverage the data as well as position itself as a thought leader. The Wall Street Journal quoted PMI's study, which showed that in the global recession, salaries of project managers were increasing, which validates why project management is an attractive discipline.

***"PeriscopeIQ has helped us establish [ourselves] as thought leaders and have current information on the profession through the studies. That's something they encouraged us to do early on. They helped mature the studies as the years went on."***

***Jason Dolfi***

***Market Development Manager, PMI***

# Case Study: PRM optimizes their survey process

## The Challenge

PRM needed to optimize their survey process so that they could turn survey requests around more efficiently and provide a higher level of data quality to their clients and survey subscribers. Although they currently provided high quality data in a meaningful manner for their clients, they needed to better automate the process and provide more flexibility for client reports and other projects.



## The Solution

PRM worked closely with the PeriscopelQ team to assess and implement the PeriscopeCOMP and Compensation On-Demand Analytics (CODA) solutions for its not-for-profit compensation survey database, one of the largest and longest-running databases of its kind in the United States.

## The Benefits

PRM's data quality has dramatically improved, the solution is very easy to use compared to the previous manual process, and they are also seeing a much better survey response rate.

*"PRM consultants have served many of our clients for decades and more than 90% of our firm's work results from projects and services from repeat clients", explained Lyn McCloskey, a Principal in PRM's compensation consulting practice. " However, we are always striving to improve our services, and the PeriscopelQ solutions will allow us to be more responsive and provide a higher level of quality than ever before."*

*Lyn McCloskey,  
Principal at PRM*

# Case Study: UNILEVER optimizes skills needs and training

## The Challenge

Unilever lacked a system to identify gaps between employees' skills and those required for key sales positions.

## The Solution

Using PeriscopelQ, we developed a skills optimization system to:



- ✓ Construct self- and supervisor-administered skills assessments
- ✓ Identify gaps between self and supervisor perceptions
- ✓ Target appropriate training courses to fill skill gaps
- ✓ Build an automatic executive reporting system that allows supervisors to look at skills gaps on an aggregate and individual basis for all employees
- ✓ Allow senior executives to segment skills needs and gaps according to managers, departments and positions
- ✓ Allow the training director to access a predictive profile of training needs and to tailor the program to meet such needs

## The Benefits

- ✓ The company was able to develop a profile of skills needs and gaps across multiple groups, departments, positions and individuals.
- ✓ At the executive level, this knowledge transformed how the company managed its training needs and development.
- ✓ Managers were able to map skills and competencies in their departments as never before.
- ✓ At the individual level, professionals were able to see gaps in their competency, apply for targeted training and have a basis for meaningful dialogue with their supervisors for professional growth and development.



Transforming organizations with data and insights

## Contact us for a free demo or consultation

44 East Broad Street  
Suite 212  
Bethlehem, PA 18018  
Phone: 484-863-9119

General:  
[info@periscopeiq.com](mailto:info@periscopeiq.com)  
Tech Support:  
[techsupport@periscopeiq.com](mailto:techsupport@periscopeiq.com)