

PerfectForms Success Story: Amalfi Consulting, LLC

EXECUTIVE SUMMARY

CUSTOMER NAME

- Amalfi Consulting

INDUSTRY

- Banking, Financial

BUSINESS CHALLENGE

- Create complex financial compensation surveys for over 200 banks per year
- Replace complex html based survey software with an easy to use advanced solution
- Create and adapt a software solution for new business expansions

PERFECTFORMS SOLUTION

- Replaced older survey solution with PerfectForms
- Worked directly with PerfectForms staff to create new business survey solutions

BUSINESS RESULTS

- Expanded business opportunities
- Positive customer feedback
- Faster survey creation rates

BUSINESS CHALLENGE

Amalfi Consulting, LLC (formerly the Compensation Group of Clark Consulting) provides compensation consulting solutions to over 400 clients nationwide. Offering a full array of services, Amalfi specializes in servicing the banking and financial sector, through interactive data-based compensation surveys.

When Amalfi Consulting spun off from a 15 year old company in 2008, the firm was faced with an immediate need to employ a reliable and affordable survey system. Initially, Amalfi implemented a web based survey solution created by Vovici. However, the survey system was highly technical and produced unreliable results. Faced with the task of creating a highly complex banking industry assessment, Amalfi needed to find a flexible and reliable solution for gathering data.

Amalfi's Vice President of Marketing and Analytics, Christine Capra, initially approached PerfectForms for its flexibility and user-friendly approach. Christine's experience while implementing the service helped her realize that all of Amalfi's survey based services could be easily handled by PerfectForms.

"The nature of our consulting agency requires us to be at the forefront of survey design and creation," states Christine Capra. "As a leading provider in financial consulting solutions, Amalfi relies on reliable survey driven data to provide our clients with accurate compensation solutions. With PerfectForms, Amalfi can easily make intricate multi-branching surveys that cannot be created with any other platform. I would recommend PerfectForms to anyone that needs to gather data!"

"If you're a small business without a large technical support staff, PerfectForms is a terrific solution. You get a whole lot of bang for your buck!"

-Christine Capra, Vice President of Marketing and Analytics of Amalfi

POWERFUL SOLUTIONS, PERSONAL ATTENTION

In addition to providing a powerful platform for survey development, PerfectForms also provides Amalfi with personal assistance on demand, free of charge. Tom Allanson, PerfectForms CEO regularly provides personal assistance to administrative staff members, allowing Amalfi to maximize their time and investment.

BUSINESS RESULTS

Since Implementing PerfectForms, Amalfi has successfully launched several major banking industry surveys, including one of Amalfi's largest projects to date; a major bank board governance assessment comprising of over 200 banks nationwide.

Since its implementation, Amalfi continues to use PerfectForms to conduct large-scale data analysis surveys, and will be expanding on PerfectForms to include 360 degree assessment surveys, weekly issue feedback reports, and other workflow management solutions.

BUSINESS RESULTS (Continued)

- **Increased response time.** Through transitioning to a PerfectForms on-demand system, Amalfi is able to create complex surveys in days instead of months, reducing costs and improving customer relations.
- **Reduced maintenance costs.** All technical problems are easily solved with the assistance of PerfectForms on-demand management staff, who personally assist Amalfi in finding solutions to their questions and concerns, at no additional cost.
- **Expanded business opportunities.** Amalfi experienced a successful deployment that has enabled them to save time and money. The versatile and easy to use nature of PerfectForms makes it ideal for data application creation.