

Case study



Company
Human Resources Professionals Association (HRPA), Canada

Industry
NGO

Goal
Provide true value for their members through gaining an in-depth understanding of their diverse membership base

Result
Insight from members' responses has allowed HRPAs to be positioned as a thought leader in the industry



“QuestBack can be used for everything from straight forward information gathering to real data diving, analysis and action.”

-Chris Larsen, Director of Membership and Marketing, HRPAs

Give Value Through Insight

With 17,000 members, the Human Resources Professional Association (HRPA) is the third largest HR association in the world. The Association has a diverse range of members, ranging from full-time students to C-level HR officers. In addition to varying levels of skills and experience, HRPAs membership represents every major industrial sector in Canada.

With such diversity, the Association needs an in-depth understanding of their constituents in order to ensure that they are providing real value to all their members. QuestBack has provided them with the perfect solution. As Chris Larsen, Director of Membership and Marketing, says, “We are delighted with QuestBack. Since implementing QuestBack, we saw an immediate ROI.”

QuestBack is used for HRPAs annual member satisfaction survey which seeks feedback on a wide array of topics including the association's annual 3-day conference, the world's second largest HR conference and trade show. In 2008 nearly 3,000 members participated. Analysis of their feedback is integrated into the planning and prioritizing of association programming from professional development, to research, to lobbying and advocacy, to member affinity programs. “QuestBack can be used for

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In its role as thought leader, HRPAs also co-brands a popular national survey on HR-related topics with Canadian HR Reporter, Canada's largest paid circulation HR newspaper. The results and accompanying analyses are published in regularly appearing columns which have become one of the publication's most popular features. Other uses of QuestBack include the annual anonymous measurement of HRPAs staff employee satisfaction. The quantitative results and participant comments are then made available to staff through a web report as soon as the survey closes. In addition, the research department uses it to understand emerging trends and attitudes in HR, including a recently completed major project on the preparedness of HR to deal with the pending tidal wave of retiring baby boomers.

About HRPAs

HRPA connects its membership to a broad range of HR information resources, events, professional development and networking opportunities. For more information see www.hrpa.ca.



Contact us

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QuestBack provides a leading Enterprise Feedback Management (EFM) service that empowers customers with the ability to collect, analyse and follow up on business critical information through online surveys.

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