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Dr. Cheryl Wild
1602 Lawrence Av., Suite 110
Ocean, NJ 07717

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Dear Cheryl:

I want to let you know that the one-day workshop on survey design you presented was very well received by all the managers who attended. Those attending felt that the processes covered are essential to the company's efforts pertaining to quality planning and improved customer service. Participants felt that the interactive nature of the program was particularly helpful in grasping survey concepts. Participants also felt that discussions on the pros and cons of various types of surveys will prove extremely useful in future survey construction.

The participants only expressed one drawback that was that one-day was not adequate for real knowledge transfer of the subject matter. As you indicated, survey design is a skill improved by practice. A number of the participants expressed a strong interest in an extended, just-in-time version of the workshop. This workshop would allow participants to design, implement, and evaluate a work-related survey over an extended period of time. I would like to explore this issue with you.

Again I want to let you that we appreciated your efforts on this project. It is not always easy to find consultant who has the ability, to custom design and deliver a quality program and is concerned in helping build a strong internal expertise. We have truly appreciated your advice pertaining to survey construction and undoubtedly it will help us improve the validity and reliability of our surveys.

I look forward to talking with you in the near future.

Sincerely,

William H. Molloy
Manager of Management Development
Canon Business Solutions, NE