



## End-to-End Checks and Balances – We Inspect What We Expect.

- Client evaluations after each study
- Check Pointe Recruiting - 5 levels of respondent verification
- Commitment to maintaining a standardized Quality Management System that encompasses hiring, training, recruiting, facility service, and customer care.
- Monthly Corporate Dashboard: Performance goals and objectives
- Conduct annual facility audits
- Panel Maintenance: Respondent Grading System with auto-deletion; Panel building for demographic needs per market
- Staff Incentive Program to reward performance excellence

“When it comes to quality of service deliverables, the FPG team does not settle for ‘acceptable.’ We place a premium on excellence, integrity, creativity, collaboration, and mutual trust.”

—Laura Livers, CEO,  
Focus Pointe Global