

For Immediate Release

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Anova Consulting Group Introduces Online Participant Satisfaction Survey Tool

BROOKLINE, MASS., April 24, 2012 – Anova Consulting Group, a leading provider of customized market research, sales training and consulting services to defined contribution, investment management and human capital management companies, announced today a new participant-focused program for retirement providers and plan sponsors.

The Participant Perspective Satisfaction Tool enables individual plan sponsors to survey their participants (and non-participants) and interpret satisfaction levels on an absolute and relative basis. By gathering constructive feedback from employees, sponsors will be able to better understand their participants' needs, increase plan participation, and gain insights as to how their participant satisfaction levels compare to those of similar firms.

"For years, recordkeepers have conducted participant satisfaction research, but plan sponsors typically have limited access to their own participant satisfaction information," said Richard Schroder, president of Anova Consulting Group. "Now, Anova has created a web application that allows plan sponsors to collect participant satisfaction information through an independent third party in a simple, "plug and play" process that generates an online survey for distribution to participants."

A personalized online dashboard displaying real-time results is created for each participating plan sponsor. Sponsored by retirement providers as a client loyalty program, plan sponsors will gain access to Anova Consulting Group's participant research capabilities at no cost to them.

Key benefits to participating plan sponsors include the ability to identify strengths, weaknesses and gaps within the sponsor's employee benefit programs, as well as the ability to benchmark participant satisfaction ratings against other Perspective users and segment results by participant demographic information.

Schroder added that "Anova is currently in discussions with a number of recordkeepers and DCIO players who are considering offering the Perspective program to key plan sponsor clients and retirement plan advisors."



About Anova Consulting Group, LLC

Established in 2005, Anova Consulting Group provides customized market research, sales training and consulting services to leading firms in the financial services and human capital management markets. By helping its clients understand why they win, lose and retain business, Anova provides strategic perspectives to its clients, driving better decision-making, product development, sales effectiveness, client service, and continuous improvement. Last year, Richard Schroder, president of Anova, released a book titled From a Good Sales Call to a Great Sales Call (McGraw-Hill, 2011), which details how learning from post-sale debriefing helps close more sales.

For more information, please visit: <http://www.theanovagroup.com>

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