



Press Release

For Immediate Release

SMD INTRODUCES RESULTS-BASED PRICING

First Survey/Assessment Firm to Take this Risk

CHARLOTTE, N.C., (September 29, 2016) – [Strategic Management Decisions](#) (SMD), an employee survey and assessment company, is now offering results-based pricing, an approach that acts as a guarantee to deliver results. The amount of money that clients pay is a function of the effectiveness of SMD’s recommendations. Essentially, SMD is introducing direct accountability for results into the HR marketplace. No other firm in the survey and analytics industry backs their results in this fashion.

“Everyone else touts their predictive analytics capabilities but who else is willing to guarantee their predictions?” states Shane Douthitt, co-founder and managing partner of SMD. “Instead of making predictions and then washing our hands of them, we’re willing to put our money where our mouth is. That is how confident we are that our approach truly yields results. After all, what good is a forecast without a guarantee?”

By utilizing their expertise in data integration, surveys, and the most advanced analytics, all delivered through the company’s [patented reporting and action planning platform](#), SMD has maintained a remarkable track record of improving business outcomes, such as [voluntary turnover reduction](#), patient satisfaction score improvements (for healthcare) and many more. With the new pricing model, clients pay a minimal fee up front but SMD loses money if the performance goals are not achieved.

Learn more at SMD’s booth, #2351, at the HR Technology Conference October 4-7, or visit www.smdhr.com.

ABOUT SMD

SMD is an employee survey and assessment company that delivers results, not just insights, via its patented cloud-based technology, [SMD Link](#). SMD identifies the cause-effect relationships between talent assessments and business outcomes to ensure the surveys translate into analytics-based, actionable ways everyone down to the front line can work to improve specific business outcomes. Since the launch of SMD Link, more than 2,000,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, and employee development (360). SMD clients include UPS, Bank of America, Dow Chemical, Grant Thornton, Dignity Health, Feeding America and Universal Health Services, Inc.

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