



# KPA

Insights through analytics



## CREATING INSIGHTS THROUGH ANALYTICS SINCE 1990

We are a leading Israeli management and analytics consulting firm with affiliates in Europe and the USA. We are experts at generating insights that help our customers on their journey to success.

### OUR EXPERTISE

We successfully implement state of the art management and analytical methodologies, while dealing with down-to-earth organizational and business challenges. World class experts in running global integrated survey programs.

### OUR CUSTOMERS

We serve companies from all sectors. Especially strong in global High-Tech and market leaders such as: HP Graphics Solutions Business (Indigo, Scitex), Objet, NICE, ECI, SanDisk, Coca Cola, 3M, Ness, First International Bank, Knesset Israel and more.

### KPA INSIGHT AND ANALYTICAL PROGRAMS:

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#### Customer and Employee Survey Programs

- Appraisal and Implementation Methodology (AIM)
- Workforce satisfaction programs
- TCE (Total Customer Experience) programs
- Event driven surveys
- Outsourcing SLA surveys
- Internal supplier-customer surveys
- Performance appraisal

#### Advanced Analytical Methods

- Six Sigma implementation and training
- Industrial Statistics, CMM, SPC and DoE
- Risk Models and Credit Scoring
- Customer profiling
- Target setting with Bayesian Networks
- Advanced text analysis
- Management Dashboards
- Biostatistics and design of clinical trials
- Data Mining and multivariate analysis

### KPA INSIGHT AND ANALYTICAL PRODUCTS:

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**MoRRe-e:** **KPA's data base** friendly SaaS (software as a service) for easy data base controlling, respondents tracking and actions setting.

**MoLLe-e:** **KPA's drill down** intuitive SaaS helps you reveal the insights hidden in your data and share them with others.

**MoNNe:** **KPA's analysis engine** is a powerful internal analysis software developed by KPA to ensure fast delivery and accurate analytical reports for our customers.

### KPA CONSULTING SERVICES:

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Strategic planning and on-going consulting  
Strategic Quality Management  
Strategic Change Management  
Improvement teams facilitation  
Idea creation and creativity workshops  
Training and management development

# WHAT DO OUR CUSTOMERS SAY ABOUT US?

“KPA’s Analysis of the survey ensued with close and ongoing association, making sure KPA’s expertise is aligned to Objet’s in-house know how so as to attain the best possible understanding of the outcome of the Survey. KPA’s final report has proved crucial in achieving Objet underlying goal of augmenting Customer Satisfaction...

...There is no doubt in Objet’s view that KPA has proven itself to be a formidable partner for Objet on matters of Market Research & Voice of Customers Surveys. Objet wishes to thank KPA for the achievements undertaken together and looks forward to further strengthen the partnership established in the years to come.”

*Jonathan Jaglom, Corporate Application Manager in Objet*

## KPA’S ADDED VALUE:

### Professional questionnaire design

We make sure you ask the right questions.

### Representative test

We make sure conclusions are reliable.

### Easy to interpret findings

Our graphs include interpretations and our reports include integrated recommendations.

### Data QA and controlling

We make sure “no garbage in” so “no garbage out”.

### Data mining

Ask us a query and we will mine your data for the answer.

### Statistical tests

We make sure non significant findings do not mislead you.

### Easy to read reports

We customize our power point reports according to your preferences.

### Friendly reports

Our designed PowerPoint graphs allow high formatting capabilities and easy access to data, when needed.

### Management presentation

We work with you to ensure that management is presented with the findings in the best way for your organization.



*Gaining insights through analytics is all about data and what you do with it:*

*Experience has shown that when dealing with data, the main areas of concern are the quality of the data, the quality of the analytical methods and the quality of communicated information.*

*We believe that the success of any data analytics project should be measured by the ability to produce insights that derive real follow up actions.*



*Ron S. Kenett, Ph.D.  
Chairman and CEO*

For more information please visit our website at [www.kpa-group.com](http://www.kpa-group.com) or contact us at 972-9-7408442 [info@kpa-group.com](mailto:info@kpa-group.com)



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