



Measuring Matters for Success

45 West 21st Street, 3rd Floor
New York, NY 10010
Phone: 212-675-9211
Fax: 212-242-1114

Email: david@critical-metrics.com
Web: www.critical-metrics.com

Critical Metrics Overview

Critical Metrics, LLC is a boutique consulting firm based in New York City. The firm was founded in 2004 by David Youssefnia, Ph.D. Our primary emphasis is to help organizations measure matters at work. We have worked with clients across multiple industries, both nationally and internationally to help them measure and foster employee engagement and customer satisfaction.

Since our successful launch in 2004, we have been able to work with such clients as the United Nations, Lehman Brothers, salesforce.com, Brown Brothers Harriman and the Starbucks Coffee Company. We've helped these companies and others gather, analyze and act on critical feedback from customers, employees and teams using a mix of approaches like web-based surveys, focus groups and interviews.

A new offering focuses on the research community in the financial services industry. As research analysts and hedge fund portfolio managers strive to differentiate their research and insight, some have looked to innovative sources to help them with their forecasting and modeling of company and sector performance. Our offering is designed to help these professionals gather this critical information in a timely and effective manner by using a combination of web-based surveys and in-person "mystery shopping" services.

What is Critical Metrics for Financial Research?

This subscription based offering allows financial research professionals to track trends in the sectors they cover by gathering stakeholder feedback with the assistance of a boutique consulting firm. Stakeholder feedback includes input from customers or employees of a company or other groups like distributors, vendors and prospective customers. Potential projects are listed below:

- A housing sector analyst may use our service to conduct a survey of sales managers of housing developments to gauge the level of sales activity and quality of customers.
- A retail analyst covering "big box" retailers may engage our services to "mystery shop" various locations every quarter to measure employees' responsiveness to customers, employee engagement and/or customer buying habits.
- A hedge fund may be interested in how buyers may react to an new offering one of their prospective portfolio companies has recently launched and may survey a sampling of their biggest customers to get a sense of their likelihood of purchasing the new offering as well as other factors.
- A hedge fund may be heavily invested in a hotel chain and may want to independently track the level of customer focus among employees on a quarterly basis.



Measuring Matters for Success

Additional Details:

The service is offered on a subscription-basis with different levels of pricing depending on the scope of the project. We will provide a summary report for each survey and after the first report, we will provide trend comparisons.

For more information, please contact:

David Youssefnia, Ph.D.
President and Founder
Critical Metrics, LLC
Email: david@critical-metrics.com
Phone: 212 675 9211