

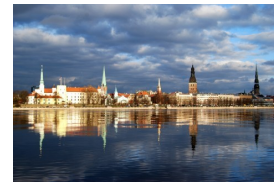
## Coming soon...

# Measuring satisfaction: understand users of your products and services and motivate your employees

The Stockholm School of Economics in Riga, the Swedish Chamber of Commerce in Latvia and the EPSI Group have the pleasure to invite you to a seminar **on Thursday, August 19, 16.00—17.30 at the Stockholm School of Economics in Riga.**

### The Seminar will cover such questions as: how to...

- ... compare the companies in the market?
- ... compare the companies in different countries?
- ... find out what is the key factor for your customers and why would you want to know it?
- ... find an independent opinion to rely on?
- ... motivate your employees?
- ... get to know your citizens needs?



### Seminar program:

- 15.30 Registration
- 16.00 Welcoming speech  
by Gunnar Ljungdahl, CEO EPSI Baltic
- 16.05 Speech by guest Roberts Kilis,  
the Chair of Strategic Analysis Commission
- 16.20 Why listen to customers?  
Why to measure satisfaction?  
by Prof. Jan Eklöf, CEO EPSI Group
- 16.40 Extended Performance Satisfaction Index—an  
independent non-financial standard for general  
public, companies, investors and government to  
gain knowledge about the market  
Employee Satisfaction Index  
Living Condition Index  
by Dr. Irina Selivanova, EPSI Business  
Development Director and  
Mats Nybondas, COO, EPSI Group
- 17.10 presentation of main results Baltic 2009 research  
by Gunnar Ljungdahl, CEO EPSI Baltic
- 17.20 Q&A session. Time for detailed questions
- 17.30 Closing remarks  
by Anders Paalzow, Rector of SSE Riga
- 17.45 Reception

### Seminar

Date: Thursday, 19 August 2010  
Time: 16.00—17.30  
Venue: Stockholm School of  
Economics in Riga, Strēlnieku 4a  
Cost: free  
Press: open to the press

### Registration

The registration shall be made  
via SSERiga website:  
[http://www.sseriga.edu.lv/  
event/seminar-august19th](http://www.sseriga.edu.lv/event/seminar-august19th)  
(online registration form)

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**EPSI Group** is the research network established in 2000, after the pilot studies in 1999 developing the **Extended Performance Satisfaction** model approach. The Group has been constantly expanding, by 2009 covering about 20 countries and 14 industries. Several industries are common for each country: telecommunications, retail banking, and super-markets. The main trend results for these studies are publicly available in press releases issued by each EPSI (SKI in Sweden) entity. EPSI Group offers also employee satisfaction and living condition studies.