

Subject line: What 100 STP customers think.

Hi John,

How good, how helpful, how valuable are STP publications?

To find out, we commissioned a third-party research project.

Hebert Research Group carried out the research, conducting 100 key-person interviews with STP customers. Hebert then took all their findings and compiled them into a comprehensive report.

Here are a few of the key findings:

- STP products are very up-to-date, with an average score of 8.37 on a scale of 0 - 10.
- STP products are very reliable, with an average score of 8.97.
- STP customers are highly likely to recommend their STP product to a friend, rating the probability of doing so, on average, at 7.48. Thirty percent rate the likelihood of this action at 10.

When asked “What is the prime benefit of using your STP publications?” verbatim responses included:

- “A direct source for our employment law questions.”
- “Gives me assurance information is accurate, precise and current.”
- “Compliance, in case the Federal Government checks and so our butts are covered.”

Download the full report

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- Help your organization maintain compliance
- Help your organization reduce risk
- Make your employees more proficient and productive.

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Sincerely,