

Synchronist Surveys in Natrona County

by Noelle Wernsman

This year the Casper Area Chamber of Commerce and the Casper Area Economic Development Alliance (CAEDA) are teaming up to conduct Synchronist Surveys in Casper and Natrona County.

Beginning in late spring – early summer, the Chamber of Commerce and CAEDA will train a team of volunteers who will go out and conduct face-to-face interviews with various community companies. Once all the data is collected, Blane, Canada will take that data and utilize their synchronist system to provide the Chamber and CAEDA with important information.

The synchronist survey will provide these entities with the information and reporting tools needed to: identify expansion opportunities, as well as companies at risk; build relationships and ensure service delivery to existing businesses; and provide insight and documentation to impact decision-making and resource allocation within the organizations.

Tom Lacock, Economic Developer for CAEDA, stated, “One of the real advantages of the survey is the fact it gets us in front of the business to find out if there are ways we can help the company, or if there are trends we need to be aware of that may be impacting the company that we aren’t noticing.”

According to Blane, Canada Ltd., the organization that provides the system, the Synchronist Business Information System® bundles advanced business retention strategies, sophisticated interview design, assistance with tracking/service delivery management, and an intranet and database technology software.

The Synchronist System’s online software (intranet) provides the survey information to the host organization, which are the Chamber of Commerce and CAEDA in this instance.

“It’s a great way for the Chamber to get to know the needs, challenges and advantages of our local businesses, and it’s a good partnership with CAEDA and the Business Council,” stated Lori Becker, Executive Director of the Casper Area Chamber of Commerce. “We can all provide different resources to assist the local business community, and it’s good that the Synchronist Survey process allows all of us to engage and partner to address the needs of the community.”

For more information regarding this survey system, please contact either the Chamber of Commerce at 307-234-5311 or CAEDA at 307-577-7011.