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PRESS RELEASE
16 October 2006

For Immediate Release

Colorvote From Fresh Tracks – At Last A Litmus Test For Your Organisation

As we all know, any chain is only ever as strong as its weakest link and in many industries, the complexity of that chain can make identifying an under-performing link difficult. Not anymore. Fresh Tracks who have led the way in creating a range of team development and staff morale solutions have launched Colorvote. An easy to use yet highly effective diagnostic tool that operates like a litmus test for your team, highlighting areas where improvements can be made.

Just think how useful it would be if you could assess the morale of your team quickly and simply say, once a quarter? Find out exactly what the mood of your team is and then, if required, take remedial action. Colorvote is so simple to install, so simple to use and so simple to interpret, this can even be done once a week giving you all of the information required to make small and regular improvements rather than having to make one large unpopular one further down the line.

Colorvote is a tailor-made online survey in which the opinions of individuals are canvassed on key issues. It can be used to survey employee engagement, customer satisfaction or leadership performance. The survey can even be used internationally with questions posed in different languages as required.

The use of colour to grade responses eliminates confusion caused by language and means that the results can be read and understood in an instant.

Results are displayed as colour-coded matrices, which clearly highlight consensus and disagreement. This means the surveyor can avoid spending time on items where there is already a consensus and focus on those where opinions are divided. Results can be re-tabulated by issue, by level of agreement, or by individual contribution.

So if Colorvote sounds like the diagnostic tool you have been waiting for, go to www.freshtracks.co.uk/demonstration.htm [NOTE TO MR - CHECK LINK] and sign up for your free no-obligation demonstration. Simple. In fact, it's almost as simple as Colorvote itself!

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Notes To The Editor:

Fresh Tracks was established in 1991 - one of the more long standing companies within their sector – and offer bespoke team building programmes, motivational activities and event and conference management solutions. Recent clients include T-Mobile, Coco Cola, Orange, John Lewis, HM Department for Culture, Media & Sport, and even the British Embassy in Dubai.

For more information about Colorvote, please see <http://www.freshtracks.co.uk/colorvote.htm>