

New Alliance Measures Value of Corporate Communication

A range of customized yet affordable communication measurement services is now available through an alliance of Holland Communication Solutions LLC of Mechanicsville and Gill Research LLC of Richmond. The services offer clients the ability to measure and boost the business value of their communication activities.

“Businesses are under more pressure than ever to prove the value of every activity they engage in,” says Robert J. Holland, owner of Holland Communication Solutions. “We want to help to companies ensure they are getting the most out of the investment they make in corporate communication.”

Holland and Gill offer four levels of measurement services:

- Limited Scope Measurement evaluates the impact of individual communication campaigns or activities.
- Vehicle Measurement looks at the effectiveness of media such as intranets, publications and events.
- Communication Measurement Training helps corporate communication staff understand the right things to measure and the best ways to measure them.
- Communication Audits include scientific measurement of a communication program and development of an action-based improvement plan.

Holland and Gill bring years of experience to this alliance. Holland worked for more than 12 years in corporate communication for leading companies like AT&T, Lucent Technologies and Capital One before starting Holland Communication Solutions in 2000. Gill has more than 12 years of diverse research experience, consulting with companies like Delta Airlines, Harrah’s Entertainment, Harvard University, JPMorgan Chase and Wells Fargo Home Mortgage. She formed Gill Research last year.

“Robert and I run flexible, independent consulting practices, so we are in a unique position to deliver a high degree of quality at a reasonable price,” Gill says. “Our goal is to help our clients save money in the long run by ensuring they are engaged in the most effective and efficient ways of communicating with employees and other important audiences.”

For more information, visit www.hollandcomm.com or www.gillresearch.com or call (804) 368-0312 or (804) 353-3188.