pointerpro

press file

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Pointerpro press file

Change in the air for the consultancy world

More than ever, companies are getting behind digitalising and scaling their business models. However, service companies are often still lagging behind. In other words, they still set to work 'traditionally', writing out their consultancy reports manually. That takes up lots of time, thus costing lots of money.

Pointerpro supports consultants, coaches and service professionals worldwide in creating assessments and automatically generating personalised advice based on questionnaires. A unique software tools enables them to scale their services in a user-friendly way.

Pointerpro technology: two-way traffic

Ask   Assess   Advise   pointerpro

Pointerpro's technology is two-way traffic. Companies both gather relevant data and provide their clients with added value through personalised reports. That means they're able to scale their services up and "point more clients in the right direction", without compromising on quality;

while simultaneously liberating their employees from repetitive work. This way, they can really stand out by focusing on more strategic work. In that sense, this makes Pointerpro a valuable asset in the war for talent, as well as attracting – and retaining – high potentials. Should a top consultant nevertheless be leaving, all the expertise remains in the company, since all the knowledge is stored on the platform.

Moreover, Pointerpro transfers the focus onto value/outcome-based remuneration. That means service providers are compensated for their added value, and not for the time they dedicate to a certain client or assignment.

The 3 A's

Pointerpro's unique technology stores all the knowledge of service companies on one platform, making automated, personalised advice possible in three easy steps.

1. Ask

The platform gathers input from respondents through straightforward, organised assessments using templates.

2. Assess

The technology converts the responses into usable output such as a score, category, maturity level or personality type.

3. Advise

With that output, Pointerpro automatically creates a report with personalised advice, customised to the respondent.

II.

Features/services

In the profusion of digital tools helping people do their work yet costing lots of money, Pointerpro is a unique platform that helps in scaling services. No knowledge of software or coding is required.

Personalised PDF reports

After completing the assessments, respondents can immediately download their personalised report in PDF format. The tool also offers the option to provide extensive feedback. A wide array of features and services allows users to align the automated reports perfectly to their requirements.

Branding & white labelling

White labelling removes Pointerpro branding and replaces it with that of the client. They're able to adjust everything, the design and the results, to the tool itself. Having assessments appear as it they belong to the brand enhances both credibility and professionalism.

Scores & calculation

Users also are to assign points to certain or all questions. That results in a total score, or scores per section. They can display the score at the end of the questionnaire, whether or not with a report based on that score. Calculating averages, percentages or benchmarks is also possible.

Quizzes

Pointerpro can also be used for creating fun, professional and interactive quizzes, relevant and customised to each respondent.

Team management

Users are able to put together different teams, add or remove members, and change roles. There's a choice of seven different roles with four different access levels. Moreover, every team member's activity can be monitored using status updates.

Assessment centre

The assessment centre allows users themselves to determine how they get access to every assessment. Consultancy firms wishing to capitalise on their knowledge and expertise can have their clients pay to gain access to an online portal from where they can distribute their assessments and analyse the results. What's more, this purchasing process can be fully automated.

Features/services

Assessment center

Integrated

Users are able to automatically transfer the data collected to the apps and tools they use every day. Pointerpro has been integrated with Zapier, Make, Webhooks, Google Sheets, Google Analytics and Facebook.

Customised packages

Pointerpro offers various subscription packages, irrespective of the company's size.

The **Essential package** offers up to 400 monthly responses and the use of your own branding.

The **Professional package** offers 2,000 monthly responses and personalised results and emails.

The **Enterprise package** provides users with access to 5,000+ monthly responses, multiple managers, team management and a complete white-label option.

The **ReportR package** comprises 5,000+ monthly responses and personalised PDF reports for respondents.

III.

Human-centric

Pointerpro might be a full-fledged tech company, but people are still central to its approach: Building up strong relationships through mutual respect. This is why the company goes all out for personalised guidance for its clients, while also paying close attention to talents and its employees' well-being.

To ensure smooth, efficient and service-oriented collaboration and to deliver added value at all possible levels, the scale-up has various business hubs close to its clients in Europe (Belgium), North America (US) and Latin America (El Salvador).

> **"We're more aware than anyone that human capital is the most important distinguishing element for our users."**
>
> Stefan Debois, CEO Pointerpro

IV.

Target groups

Pointerpro focuses on small to medium professional service companies, but also on consultants, advisors, coaches, HR professionals and marketeers from the broadest ranges of sectors.

Professional services

Consultants

Coaches

HR Professionals

Marketers

V.

User cases

## Better Minds at Work:
the Human Capital Scan

Better Minds at Work helps organisations enhance the wellbeing and mental resilience of their employees. It does so by means of professional advice, courses, inspiration sessions and coaching by a group of experts such as the neuropsychologist Dr Elke Geraerts.

Pointerpro guided Better Minds at Work with its Human Capital Scan, a psychosocial-stress analysis for gauging the risk of burnout among employees.

Sabine Wanmaker, Consultant at Better Minds at Work:

"We use this scan as a starting point for a policy or process in a client's organisation, and for measuring the effect following our intervention. Employees receive an individual report with a thorough analysis of their energy and stress factors, and tips on improving these. Companies receive a report with an analysis for each team, site, country or any division they opt for whatsoever."
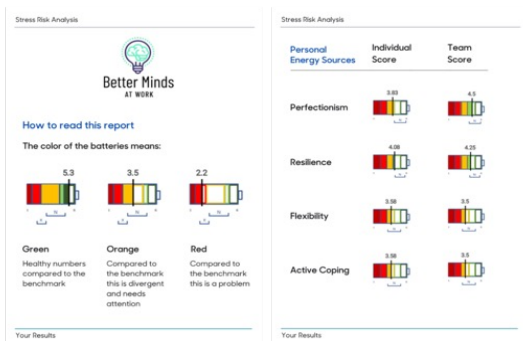
The report displays scores in the form of batteries. Someone scoring well in a certain variable gets a fully charged (green) battery. With a low score, the battery level provides a warning (orange or red).

Read about the entire case here .

V.

User cases

Boot Camp Digital:
the Digitale IQ Quiz

Boot Camp Digital specialises in digital marketing, training and capacity building. It helps start-ups, small businesses and multinationals develop their marketing skills, and to achieve better results from their digital marketing endeavours.

Krista Neher, Boot Camp Digital's CEO:

> "I was looking for new ways of standing out, and drawing attention to my company's expertise. I wanted to offer marketers a digital assessment to evaluate their marketing skills and provide them with feedback. I created a 'quiz funnel' using Pointerpro. By asking questions that measure someone's digital IQ, I was able to segment my target groups and offer services customised to each participant's knowledge level."

Read about the entire case here.

VI.

Milestones

MAY 2012	Survey Anyplace established
SEPTEMBER 2012	Launch of first commercial products focusing on mobile surveys
MARCH 2014	Selected for Start it @KBC, Belgium's largest start-up accelerator
FEBRUARY 2015	Launch of new website, five employees
APRIL 2017	Relocation to new StartupVillage office, 10 employees
FEBRUARY 2019	Launch of ReportR (personalised advice reports)
2021	Inclusion in the Deloitte Fast 50, the top 50 of the fastest-growing Belgian technology companies.
JUNE 2022	From Survey Anyplace to Pointerpro. Rebranding and shifting focus from "fun, amusing quizzes and surveys" to "automating expertise" (target group are professional services providers such as consultants, coaches, HR professionals and marketeers)
NOVEMBER 2022	Launch of new, user-friendly drag & drop feature for making the design of the reports easier to use.
FEBRUARY 2023	Launch of Assessment Center, offering users the option for consultants to give their clients access to an online portal from which they can distribute their assessments and analyse the results.

Facts & Figures

Established in 2012

30 employees

Head office in Antwerpen

Active in 65 countries

✛ North America: (45%)

✛ Europe: (32%)

✛ Rest of the world (23%)

Service & support services (hubs) in

✛ Belgium (Antwerp and Brussels)

✛ North America (United States)

✛ Latin America (El Salvador)

Team

Pointerpro boasts a varied, enthusiastic team of around 30 employees. The company was established in 2012 by **Stefan Debois** (born 1972) and **Mark Penson** (born 1962). Both have been active their entire lives in consultancy and software.

Team

Management & team

Stefan Debois
Founder & CEO / Marketing & Product Development / Spokesperson

Stefan's 15 years of experience in Enterprise Software at IBM and CSC are fundamental to Pointerpro. Besides kitesurfing, he has a passion for the potential of new technologies to create meaningful connections between people and companies. Alongside the day-to-day management of the company, he also takes care of the marketing and production development.

"Ten years ago, Survey Anyplace started out as a quiz app. It was in fact a hobby project I threw together for my daughter's birthday. But it turned out to be a handy tool for companies to set up surveys in a user-friendly way and to gather and analyse relevant data."

https://www.linkedin.com/in/stefandebois/

Mark Penson
Founder / Sales & Customer Success

Mark earned his spurs in International Business Management at American Enterprise Software companies. The ideal preparation for getting Pointerpro general business development into the right track. When not busy with Pointerpro's Sales & Customer Success, Mark unwinds with music, the visual arts and at the gym.

"When I co-founded Pointerpro with Stefan, I wanted to develop and commercialise software applications that clients the world over would actually need. Not so-called 'nice-to-have' applications, but specific 'have-to-have' ones. After a few years of hard work and seeing highly satisfied clients, I'd say our mission has been accomplished."

https://www.linkedin.com/in/mark-penson-a76a721/

Team

Vacancies

Pointerpro is constantly on the lookout for new tech, marketing and sales talents.
You will find **all the vacancies here.**

Media

Social media

Website **LinkedIn** **Facebook**

Twitter **Blog** **YouTube**

Press releases

14/06/2022

Belgische scale-up Pointerpro zet een turbo op de digitalisering van consultancybedrijven.

Survey Anyplace wordt Pointerpro en evolueert van surveys naar assessments met geautomatiseerd persoonlijk advies.

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Press contact

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