

RitterAssociates, Inc. is now Alta360 Research™

We are pleased to announce a new name and the launch of our new [website](#). Welcome to Alta360 Research™!

Maumee, OH (PRWEB) July 14, 2015

Since 1974, RitterAssociates has been a leader in customer experience measurement. Our new website: <http://www.Alta360Research.com>, and new brand reflects both that heritage and the continued expansion in our capabilities to offer a suite of powerful, mobile-ready [customer](#) and [operational](#) insight products that get results.



Welcome to [Alta360 Research™](#). The relationships and service you know, the integrity you trust, but with a new name that signifies our growth and the evolution of our product mix to meet the challenges of today's marketplace and the needs of our clients.

As part of our rebranding, we are launching a new [website](#) featuring improved navigation and concise, easy-to-understand descriptions of our products, services and advanced reporting capabilities. "Building and sustaining a brand in today's market is more than just gathering data, it is delivering great customer experiences every day and every time" said Stan Hart, President and CEO of Alta360 Research. "Our Circle of Quality™ approach helps clients achieve this goal with a closed-loop system of five components: establishing and measuring operational excellence, determining if standards are satisfying the target audience, measuring how you compare against your competition, bringing all data into a centralized reporting and analytics portal so you understand where to take action, then taking action with specific feedback and education for your organization." "Circle of Quality™ represents a culture of continuous improvement, not only for our clients but for our own organization," Hart continued. "Our new brand and a new website are a culmination of the changes and improvements we've made during our own 41 year history."

Founded in 1974 as RitterAssociates, Alta360 Research specializes in customer and operational feedback products for Fortune 200 companies. Alta360 Research headquarters are located within the Arrowhead Park business campus, an innovation hub of more than 250 service, technology, and light industrial firms situated among 1,100 scenic acres near the Maumee River in northwest Ohio.

Contact Information:

Steve Heintzelman, VP of Sales & Marketing
Alta360 Research, Inc.
419-535-5757

[Http://www.Alta360Research.com](http://www.Alta360Research.com)