questback

A BEGINNERS GUIDE TO SUCCESSFUL ONLINE SURVEYS

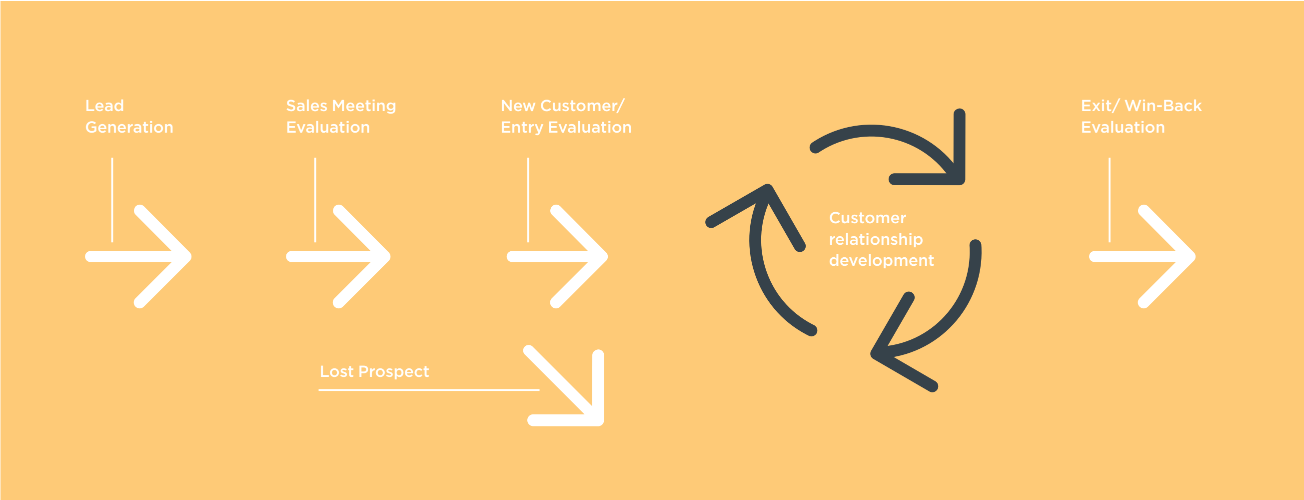
EVERYTHING YOU NEED TO KNOW TO CONDUCT CUSTOMER AND EMPLOYEE SURVEYS THAT GROW YOUR BUSINESS

CONTENTS

THE ART OF THE PERFECT SURVEY

Building and conducting online surveys is an art and a science and using web-based surveys the right way can bring enormous advantages to any business. “A Beginners Guide to Successful Online Surveys” takes you step-by-step through the stages of working with online surveys; from planning, design and distribution to working with the results. It’s filled with advice and tips and everything you need to know to succeed with your surveys.

PLANNING



Above: The figure provides some examples of when it might be sensible to conduct a process or event-based survey. In this case they are linked to different phases of a customer's "life".

PLANNING PHASE

SET UP A SCHEDULE

Before sending a survey your first imperative is planing a schedule for getting the results in at the right time.

In the schedule you should set aside time for:

- Defining the purpose of the survey - what is the survey meant to give answers to?
- Who is responsible for implementing measures based on the results?
- Who constitutes the target group for the survey – who do you want to ask?
- Construction of questions and response options
- Input from work-group/colleagues/collaborative partners
- Proofreading
- Testing and quality assurance
- Collection of data, including reminder(s) if any Interpretation and analysis of data
- Preparation of report and, if required, preparing for the presentation
- Drawing up of action plan – work with the results

From previous experience we see that far too little time is spent on clarifying what you actually want answered from the survey, and what the results will be used for. An unclear purpose can lead to you not asking the right questions, which in turn leads to you not capturing the information you are actually looking for.

PROCESS OR EVENT-BASED SURVEYS

Questback recommends instead of conducting comprehensive surveys, perhaps once a year, that you preferably conduct several smaller surveys that are linked to specific processes or events in the relationship between you and the customer, member, etc.

The advantages of process-based surveys:

- The experience is fresh in the mind of the respondent
- The respondent experiences the survey as being relevant
- Every time you get responses it gives you a new opportunity to change, make more of or improve, not just once or twice per year

Examples of other situations in which this type of survey is ideal are:

- Course evaluations
- Customer service experience
- Employee exit interviews

DEFINE PURPOSE, INFORMATION REQUIREMENTS AND TARGET GROUP

Defining the purpose is imperative for working with a survey. It affects the choice of method, who the respondents shall be, how the questions are formulated and, to a large degree, the results and analyses based on these.

The three most important questions you should ask yourself are:

1. What is being investigated - what do I want to know?
   Decide what you want to use the results for. Do you want to prepare your sales force for implementation of follow-up procedures based on the results? Will the results be presented to management? And so on. The purpose might require you to adapt the nature of the questions you choose to the purpose.

2. Who is the target group – who do you want to ask?
   For the results to give a true picture of the "reality" it is imperative that the target group is clearly defined along with the purpose, so that the questions asked are relevant, and that the results apply only to the group selected for the survey.

3. What will you ask about?
   In this phase you focus on what specific questions you need to ask in order to get the answers you are looking for.

If you can answer all three questions you have a good starting point for creating a good survey. Whether it is meeting evaluations, course evaluations, measuring customer satisfaction, member surveys or employee surveys, it is imperative that you have a clear idea of the purpose of the survey and who the target group will be.

RESPONDENTS

SELECTION OF RESPONDENTS

Those answering the survey are called respondents. They are selected from a so-called "population", such as all the company's customers.

If you don't plan to invite everyone in the population to participate in the survey, you have to select a sample from the population. By selecting as random a sample as possible you will ensure that the results are as representative of the entire population as possible, while at the same time avoiding systematic biases. These biases can still arise if respondents with certain qualities (for example male vs. female) are over-represented in the responses, compared to those who do not respond
to the survey.

LARGEST POSSIBLE NUMBER OF RESPONSES TO THE SURVEY

It is very rare that every person invited to participate actually responds to the survey.

INCREASE THE RESPONSE

- Send reminders
- Try limit the number of questions in the questionnaire
- Make sure the questions are interesting and relevant to the target group
- Be sure to use good language without spelling errors

The response rate is a percentage that says how large a proportion has responded. You should therefore endeavour to get as many as possible to answer the survey. The response rate varies depending on the target group you have chosen. Unannounced customer surveys and pop-up surveys usually achieve a low response rate. The response rate is influenced by the relationship between the party conducting the survey and the respondents. A close relationship and relevant questions generally lead to a better response rate. Interest is greater if the respondents see that responding will be of direct benefit to themselves. Personnel and supplier surveys often get a high response rate.

Sometimes different forms of gifts and benefits are given to motivate more respondents to participate. Another option is to donate a certain amount of money to charity for each response.

Something that can negatively influence responses over time is if you, for example, conduct annual customer surveys, and do not implement changes or give feedback to respondents on changes implemented as a result of the surveys.

There is no direct measure of how high the response rate must be for the survey to be regarded as representative. If you are uneasy because of a low response rate you can conduct a drop-out analysis. The purpose of a drop-out analysis is to identify if those who have answered the survey have the same characteristics as those who did not answer, and in this way, more or less eliminate systematic biases between the two groups. Characteristics could be age, customer type, region, etc. Drop-out and systematic biases depend entirely on the type of survey you have conducted.

SELECTING THE METHOD OF INVITATION

If you have the email addresses of all those you want to respond, emailing an invitation to participate is

recommended. A link to the survey should be enclosed in the email.

Some advantages of using this invitation method:

- You have full control over who has the option to respond to the survey
- You have the opportunity to send target-oriented reminders to respond to the survey
- You can upload information on the respondents beforehand, along with the email addresses

Another frequently used method of data collection is the URL link. A link to the survey is put onto an Internet site, and the desired participants are informed of this by SMS, letter, etc. If you don't have the email addresses of the desired participants, this might be the way to go.

The responses can also be completed on hard copies of the questionnaire, and you can thereafter capture the responses via a URL link. Using a web-based survey tool means that you can replace a number of traditional survey methods, such as telephone surveys or surveys sent by post.

THE SURVEY

VISUAL DESIGN OF THE SURVEY - LAYOUT AND LOGO

You are welcome to use a background to give the survey a better look. Using a background makes the survey look more inviting and presents a professional image. The visual look of the survey may by all means resemble the visual profile of your organization. This together with using your organization's logo can serve to provide a stronger connection to the sender, making it clear who the sender is.

TEXT FOR THE EMAIL INVITATION

The email invitation is the respondent's first "meeting" with the survey. Remember; you "sell" the survey in the email invitation and this is when recipient decides whether or not they will respond to the survey. The contents of the email invitation must also act as a teaser, that convinces the recipient to respond:

- Keep it brief
- Describe what the survey is about.
- State how long it will take to answer - in minutes.
- Describe any incentives ("Everyone who participates is automatically entered into the draw for X") you may be using to motivate participants to respond.

More in-depth information on the purpose, background of the survey, what the results will be used for and why these people have been selected to respond, can be included in the introductory text of the survey.

INTRODUCTORY TEXT

Respondents who get to the survey by clicking link in the email (or URL link) are met with the introductory text. The introduction should answer the following:

- What type of survey it is
- Background and purpose of survey
- Why the recipient has been selected to participate in the survey
- Why it is important for the respondent to answer - and what do they "get in return" for participating
- What the results will be used for
- How long it will take to answer the questions
- How the data will be treated in terms of confidentiality and caution
- Who the sender is (person/organization)

CONCLUSION

The conclusion is text that appears once the respondent has clicked the "Send" button, and the responses have been saved. It would most practical to keep this text short, as the respondent is normally on this page for only a few seconds before the page closes, and the respondent is directed further to another website.

Example text for email invitation:

> DEAR CUSTOMER,
>
> We see that you have been in contact with our customer services centre in the past six weeks. In this regard, we would like your feedback in terms of this enquiry, so that we can improve the customer service we offer.
>
> The survey only takes 3-4 minutes to complete. Product supplier AS takes your feedback seriously!
>
> Please click the link below to answer the questionnaire.
>
> Best regards
> Per Hansen
> Customer services manager
> Product supplier AS
> per@productsupplier.com
> Tel.: 98 76 54 32

Example of introduction:

> Thank you for agreeing to give us your views and feedback on our customer service through this survey.
>
> You have received this invitation to participate in our customer survey because you have recently been in contact with our customer services department. The survey will provide Product supplier with valuable information on how our customer service is experienced, and will help us improve and develop it even further.
>
> This means that you and other customers will get even better service from us in the future! It takes only 3 - 4 minutes to answer the questionnaire. We guarantee that your responses will be treated confidentially.
>
> Best regards
> John Olsen
> Customer services manager
> Product supplier AS
> john@productsupplier.com ph
> Tel.: 98 76 54 32

Example of introduction:

> Thank you very much for your feedback, the results will be used to improve our customer service!

ANONYMITY

HIDDEN IDENTITY AND CONFIDENTIALITY

As regards anonymity, three options can be used:

- None (not anonymous)
- The respondents can choose whether they want to remain anonymous or not
- Completely anonymous

You must choose whether or not all respondents remain anonymous, if the respondents can choose whether or not remain anonymous or if the identity of all respondents shall remain open to all. If the survey contains questions of a sensitive nature or if you don't have to know how each person responds to each question, allow the respondents to remain anonymous. A good example of this type of survey would be measurements surrounding conditions in the working environment.

It is important that you explain in the introduction how the information will be treated. Emphasize in any event that the results will be treated confidentially and with caution regardless of whether the respondent is anonymous or not.

HOW CAN THE IDENTITY BE REVEALED?

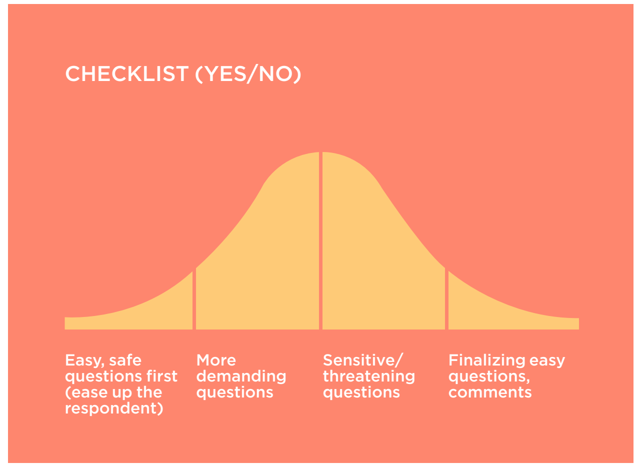
If the respondent provides his/her name or any other personal information in a free text answer, this will help Identify who has answered what, even if the respondent's email address or other identity details are not linked to the answers .In the same way the identity can be revealed if background or respondent data is uploaded that can be linked to individuals and can reveal the identity. This could be information such as name, customer number, etc.

THE QUESTIONNAIRE

LENGTH OF QUESTIONNAIRE

The survey's purpose and target group have a great deal to say for how long the survey can and should be. If the target group does not have a strong relationship with your organization and/or the purpose of the survey (for example, pop-up surveys on a website), you cannot expect a great deal of patience to answer a long questionnaire. If the survey is conducted internally in your organization, for example, there is a much lower threshold for responding, and a lot more patience for using a great deal of time to respond.

Avoid including questions that only provide ”nice to know” information. It is recommended that you conduct short, frequent surveys linked to concrete events (process-based), instead of comprehensive and less frequent



One way of cutting down the questionnaire is to upload the background information on respondents along with their email addresses. In this way you include the important information in the analyses and avoid having to ask specifically for this information. Examples of this type of information are gender, age, customer type and which department the respondent belongs to.

THE ORDER OF THE QUESTIONS IS NOT RANDOM

Start the questionnaire with simple questions, preferably about the respondent him/herself, such as gender or age (if this has not been uploaded as background information beforehand). Then you can continue with questions that are meant to give answers in relation to the survey's key purpose. If some of the questions are sensitive, threatening or inflammatory in nature, ask these at the end of the main group of questions (See model p 9).

In the closing of the questionnaire you can have questions that sum up, for example an open-ended question that provides the opportunity to give more general comments and input. At the same time, it is important that the questions follow a logical sequence, for example, you should not ask a question about what type of car the respondent drives, if they have already answered in a previous question that they do not have a car.

Structuring the questions like this renders good flow and rhythm to the questionnaire, and it also provides greater potential for getting answers to the sensitive and/or demanding questions.

THE QUESTIONS

SELECTING QUESTION TYPES

We usually talk about three main types of questions, where in most surveys it would be sensible to use a combination of these:

1. Closed-ended questions
   In a closed-ended question the respondent gives his/her answer by selecting from a list of per-defined options (multiple choice). This makes it quick and easy to answer the question and makes the analysis work simpler. At the same time you risk having an incomplete list of options in terms of every possible answer to the question. It is, therefore, imperative to work thoroughly with the response options so that you can ensure the list is as exhaustive as possible.

2. Open-ended questions
   In an open-ended question with a free text answer field, the respondent formulates the answer his/herself without a multiple choice being predefined. The advantage of using this type of question is that the respondent thinks and answers more freely than when choosing from multiple choice options, and this could bring in answers that are both surprising and useful. The disadvantage of using open-ended questions is that interpreting and processing the answers later on is more labor-intensive. When using open-ended questions it is important to be clear about what you want an answer to. Write the question out in full instead of just “comment”, “input”, etc. Otherwise you might get answers to something else entirely
   than originally intended.

3. Combination of closed-ended and open-ended questions
   By using a combination of closed-ended and open-ended questions you can increase the likelihood of getting in every possible answer. This method is commonly used when you want to use multiple choice questions, but are not sure if all the response options are covered.

FORMING THE QUESTIONS

A poorly formed survey can make drawing valid data and conclusions difficult. Below we look at the elements that are important to bear in mind when forming the questions.

LANGUAGE USE IN THE QUESTIONNAIRE

In all questionnaires the semantics and choice of words are often more important than even the statistics. This means that the superstructure of a survey is, in principle, the language used, even though the statics form the basis for reporting of results.

It is imperative that the questions included in a survey have certain characteristics:

- They should be relevant in the sense that they have an obvious connection to a clearly defined problem.
- They should be simple and expressed in a conversational tone. They should be adapted for the weakest link in the chain.
- They should be unambiguous, meaning there should be no risk of them being misunderstood or confused with other ideas, concepts or problems .
- They should not come across as hurtful, offensive, annoying or inflammatory.
- They should not contain slang, abbreviations, specialist/pompous terminology, etc. Ensure, to as great an extent as possible, that all the respondents will understand all the questions, and that they are understood in precisely the same manner!

ONE POSSIBLE ANSWER VS. SEVERAL POSSIBLE ANSWERS

A common mistake is using questions where more than one answer is possible, when there should only be one answer possible, and vice versa. It is, therefore, important to a have clear opinion about this as regards each question where this might be a relevant issue.

NON-LEADING QUESTIONS

As far as possible, questions should be formed in way that makes them as neutral as possible. Asking questions in a way that leads the respondent to certain answers must be avoided.

“Harm to the environment is the most important challenge that Norway is facing. How much do you agree or disagree that the parliament should grant more funds for environmental purposes?”

In the example above, it is taken as a given that the most important challenge Norway is facing is harm to the environment. Therefore, it can be concluded that this question is not neutral but leading.

MUTUALLY EXCLUSIVE RESPONSE OPTIONS

An often encountered source of error is that the response options are not mutually exclusive. It's easy to make a mistake and, for example, set up age categories as follows:

How old are you?

Below 20 years
20-30 years
30-40 years
40-50 years
50 years or older

In this case the respondent is asked for only one answer, yet if the respondent is 30 years old, for example, there are two options that would apply. Below is an example of how the response options could rather have been set up:

How old are you?

Below 20 years
20-29 years
30-39 years
40-49 years
50 years or older

COLLECTIVELY EXHAUSTIVE RESPONSE OPTIONS

It is important to include response options that cover every thinkable (and, maybe even unthinkable?) answer a respondent could give to a question. If the number of response options is inadequate, this could be a possible source error when you are interpreting the results.

What is most important to you when choosing a petrol station?

Availability
Chain
Price

In this case a number of response options is missing, such as selection, opening hours, other and don't know. If the respondent does not find an adequate list of response options, he/she will not be able to give the right answer and you will not have gotten an answer to your question.

CORRELATION BETWEEN QUESTIONS AND RESPONSE OPTIONS

There should be a connection between phrasing and word choice of the question and the response options, so as to prevent the respondent from misunderstanding and to avoid the risk of the results becoming invalid. It also gives the impression that the survey is not properly prepared and is therefore not of great importance to the sender.

All in all, how satisfied or dissatisfied are you with Company AS?

1 (Very bad)
2
3
4
5
6 (Very good)

DON'T TAKE ANYTHING FOR GRANTED

The people answering your survey must be allowed to not know, or not have, more or less, fixed perceptions or attitudes to something that does not affect them in their daily lives. This is why it is important to assure ourselves that what we mean by a word, idea/concept or construction is also understood in the same way by those who answer,
and we must be aware that words and ideas can mean different things to different individuals and different groups.

ASK ABOUT ONE THING AT A TIME

Do not ask about more than one issue in one and the same question. Otherwise, you will have problems determining what the results actually apply to afterwards.

Example:

> How satisfied or dissatisfied are you with the service and information you receive from Company AS?

The example asks about both information and service.
The question should rather be about only one of the items.

SCALE QUESTIONS

USING RATING SCALE QUESTIONS

There is not evidence to suggest that one rating scale model is better than another. Whether you prefer a 5-point scale to a 7-point scale should make no difference. It is, however, recommended that the scale starts with the least attractive answer and ends with the most attractive answer - in reading order, either moving across or downwards.

Sometimes it is not at all necessary to rate something, and you don't need to use rating scales in these cases. In these cases a simple "yes/no", "good/bad" is sufficient.

When this is said, however, Questback recommends you use a number scale from 1-6 where 1 is the lowest and 6 is the highest value. We do this for a number of reasons:

- "Dice roll ratings" are commonly used for evaluations
- Reflects the grading scale used in schools
- Is pedagogically correct (lowest score for lowest value)
- Provides the opportunity to calculate the average score
- By using a scale where the highest value is a double-digit number there is no natural midpoint in the scale. The respondent is thus "forced" to choose an answer from either the "negative" (1 - 3) or the "positive" (4 - 6) half of the scale.

THE SCALE MUST BE BALANCED

When you use a scale as the response option you must make sure that the scale is balanced. Meaning that you should have an equal number of negative and positive values in the scale. The simplest way of resolving this is to use a definition for the outermost values in the scale. If you use "to a very small degree" as the outermost point on the one side, the outermost point on the other side should be "to a very large degree".

AVOID LEADING QUESTION TEXT FORMATION IN THE SCALE

In order to avoid the text formation in the question from being leading, you should include both positive and negative values in the question. For example, "How much do you agree or disagree with the following statements...".

USE THE SAME TYPE OF SCALE THROUGHOUT THE SURVEY

We recommend that you make a conscious choice on whether you will use a 5, 6 or 7-point scale. The average from a 5-point scale will not necessarily be comparable to the average from a 6-point scale, etc. At the same time, you avoid confusing the respondent with different scales and meanings.

MATRIX QUESTIONS

Shorten the questionnaire by using matrix questions
If you are asking several questions where the same response options will apply, it might be practical to put them into a matrix. This is practical because it shortens the length of the questionnaire, and will create better flow in answering the survey.

LIMIT THE NUMBER OF QUESTIONS IN A MATRIX

Respondents get tired quickly if there are too many questions to think about at once. The consequence of having too many questions in a matrix might be that the answers are given more arbitrarily the further along in the matrix you come. Based on this, you should have a maximum of 8 - 10 questions/statements/qualities in a matrix.

RANDOM ROTATION/SHUFFLING OF RESPONSE OPTIONS

In some types of questions the respondent has to choose one or more responses from a list. Experience shows that the response options in the upper half of the list are chosen more frequently than those in the bottom half, because the choice is made before reading through the whole list.

How satisfied or dissatisfied are you when it comes to..

	1	2	3	4	5	6	x
Interest rate terms							
Opening hours							
Availability on the telephone							
Online banking							

1 = Highly dissatisfied, 6 = Highly satisfied, X = No opinion

USEFUL TIPS

HEADINGS/TOPIC DESCRIPTIONS

Feel free to use headings and topic descriptions throughout the survey, to explain which topic the different questions areas/groups are about. In this way you help the respondent to keep focused throughout, and the survey appears less humdrum and monotonous.

LIMIT THE USE OF "RESPONSE FORCING"

Questback recommends that you limit using questions that "force" the respondent to answer, meaning that if the respondent does not answer a specific question he/she cannot proceed any further in the questionnaire. Experience shows that there is lot of "noise" surrounding answers.

Furthermore, the majority of people that respond to surveys actually do answer all the questions contained in the survey. Therefore, we recommend that you only make it mandatory to answer questions that are of major strategic importance
or that are technically necessary for the processing of data afterwards.

If you still want to use mandatory questions, we recommend including "don't know", "no opinion", or similar as a response option, so that it will be possible to continue answering even if there is a question the respondent cannot answer or has no opinion on.

ACTIVELY USE PAGE BREAKS

In web-based surveys you should use page breaks actively, to render better flow to the survey. Page breaks are typically inserted after every 3 - 4 questions. In this way you also
break up the survey, so that the respondent does not go into "auto-pilot" when responding.

Fewer questions per page helps the respondent maintain focus. A page break should be used after the last question under one topic before getting to the next topic heading. This will render better flow and make for a more manageable and tidy questionnaire.

AVOID SPELLING AND GRAMMAR ERRORS

Make sure that the questionnaire does not contain spelling and other grammar errors. Errors and short-comings like this can lead to the survey being perceived as not serious and poorly prepared, and some respondents will for this reason not complete the questionnaire. If you can answer "YES" to all 12 questions there is a very good chance that the questionnaire is designed ”by the book” (even though, strictly speaking, there is no one book with ”the truth”), and you can now start focusing on distributing the survey, and then interpretation, analysis and reporting of the responses.

ROUTING

Be sure to use routing for cases where all respondents will not have to answer all the questions. In this way you can lead the respondents to the different questions depending on how they have answered a previous question.

Using routing helps ensure that the right people get the right questions, and the survey is perceived as relevant to those answering, to a greater degree.

An example of routing: only those who respond that they read a specific newspaper get asked what they think of the newspaper.

CHECKLIST (YES/NO)

- Is the purpose of the survey clear?
- Are all the questions relevant?
- Are all the questions simple?
- Are all the questions unambiguous?
- Are all the questions balanced?
- Are the response options collectively exhaustive?
- Are the response options mutually exclusive?
- Have you used the same type of scale throughout the survey?
- Have you used a combination of closed-ended and open-ended questions?
- Are the questions arranged in logical order?
- Is there correlation between the questions posed
- and the response options
- Have you gotten someone else to read through the questionnaire?

PUBLISHING

ANNOUNCING/DISTRIBUTING THE SURVEY

OPTIMAL TIMES FOR SENDING OUT INVITATIONS

Make an assessment of when would be best for your target group to receive the invitation. Regardless, it is recommended that you do not announce/invite before lunch on Mondays and/or after lunch on Fridays. On Mondays there is the risk of the email invitation to participate being drowned in a full inbox. On Friday afternoons lots of people are not at work and don't read their email, so the invitation ends up waiting until Monday.

AVOID USING DEADLINES

Using deadlines for surveys is not recommended. By using deadlines, you increase the risk of emails being put into a waiting list to be picked up again closer to the deadline, so other things are prioritized ahead of answering the survey. When the deadline approaches the recipient might have forgotten the survey. Rather write that you would like an answer as soon as possible.

REMINDERS AS A NEW OPPORTUNITY TO ANSWER

Use a friendly tone when writing reminders. Present the reminder as a new opportunity to answer and convey that the answer is still highly appreciated. Avoid using words like "reminder" in reminders, as this word can have negative associations for many people.

SURVEY REMINDERS FOR INTERNAL VS. EXTERNAL RELATIONSHIPS

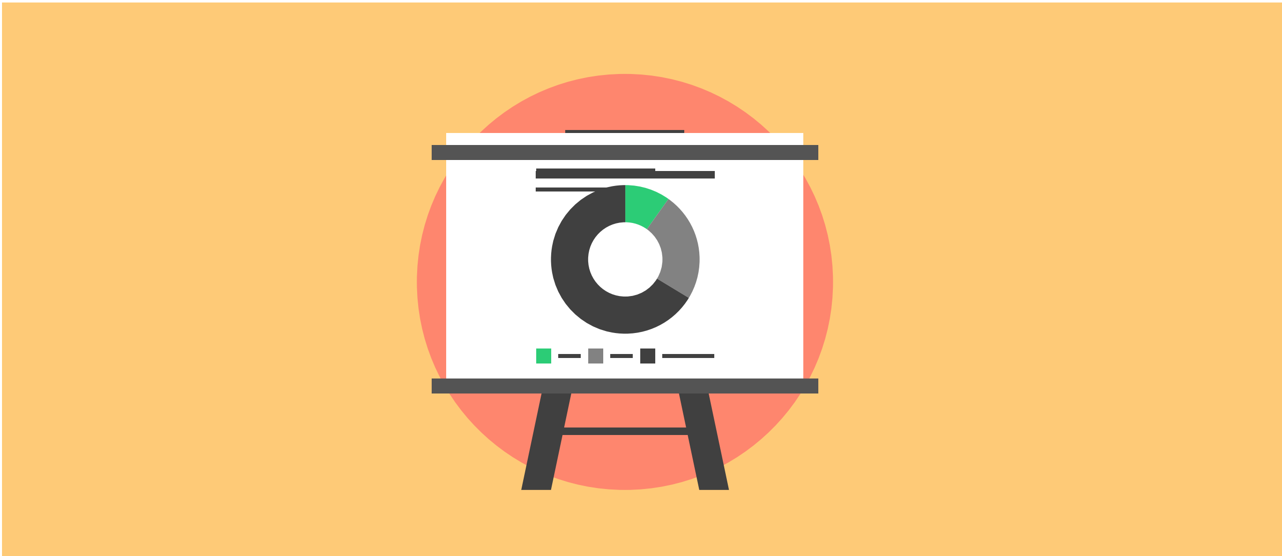
For surveys directed at external parties, such as customers, one reminder is usually the maximum. More than that can be perceived as pushy, and can at worst damage the relationship.

For surveys conducted among internal parties, such as employee satisfaction surveys, you can send out two reminders. More than this will have minimal effect on the total response - if an individual has not answered after the first invitation and two reminders, the likelihood of the individual answering after a third reminder is very small.

DON'T WAIT TOO LONG TO SEND OUT REMINDERS

We know from experience that often more than half the responses come in on the same day the invitation is sent out. Thereafter, the percentage drops drastically for every day that passes. This means that reminders can be sent out soon after the main distribution, within 3 - 5 days preferably.

THE RESULTS



WORKING WITH THE RESULTS

ANALYSIS

The analysis is determined by the survey's purpose. How the interpretation is attacked and the analysis of the results should be steered by the purpose of the survey, meaning what the survey is intended to provide answers to. This underlines the importance of having chosen questions
that, as far as possible, have helped highlight the problems raised by the survey's purpose.

At the same time, it is important that the right people (target group) have participated in the survey, so that the results are relevant to and representative of them. In this way, any measures implemented afterwards will be goal-oriented and effective.

ANALYSING THE RESULTS

In some cases it is necessary to make advanced statistical calculations and in other cases it might be sufficient to provide a simple overview of the frequency of the response in relation to the different questions. Analyses can very
well contain elements of subjective interpretations.

Often the data is broken down into smaller, more practical sub-groups, with the help of response data or questions. When the results are broken down on several levels, it is important to remember not to compromise the anonymity of the respondents, and not to base conclusions on individual answers.

If you want a comprehensive break down of the results in the analysis, you should have a bigger sample of respondents than if you want a smaller breakdown of the results . An established rule of thumb among statisticians is to never break down the data in excess of there being at least 5 respondents in each group.

Once all the different results have been summed up and the analyses have been completed, they should form the basis for conclusions to be drawn at an overall level. Furthermore, you should decide which measures you think should be implemented. This must be based on the results from the survey, but preferably seen in relation to data and information from other sources too, not just the survey.

MEASURES BASED ON THE RESULTS AND ANALYSES - DO SOMETHING ABOUT IT!

Most companies and organizations regularly gather feedback from their customers, employees, etc. through surveys and similar procedures. At the same time, experience shows that a only small minority of these actually do anything with the feedback, in practice. Furthermore, only a few inform their relationships that they are implementing measures or changes based on the feedback they have received.

You should therefore follow-up respondents in a survey to:

- Inform them of the results
- Inform them about measures
- Gather more information

Use the follow-up function in Questback to send out follow-up surveys and information to specially selected groups or individuals. Respondents want to feel that their interests are being taken care of, and will therefore, most likely, be willing to answer future surveys if they get the impression that their opinions do count.

THE REPORT

STRUCTURING THE REPORT/ PRESENTATION

EXECUTIVE SUMMARY

The report you draw up should first explain the most important results, and later come back to it and underpin the conclusions with a broader analysis. First capture attention, then give an overview and eventually understanding is created.

FINDINGS

In the analysis of the results, you will hopefully come up with interesting conclusions, even if these are not direct answers in terms of the purpose of the survey. This could be, for example, a finding concerning a previously unknown quality in a specific customer group. It might be interesting for the reader or audience to participate in this, but always bear in mind that the primary expectation is quick answers to relevant conclusions which affect the main purpose of the survey.

MEASURES

Based on the conclusions drawn from the results, you should describe the different measures you think should be implemented.

APPENDIX

Other findings from the survey that are not regarded as highly significant or interesting should also be included, but rather put it into an appendix. This could be, for example, results that are not linked to recommended measures, but all the same should be included for the purpose of documenting the results, and for those who want a thorough review of the results from the whole survey.

VISUAL PRESENTATION OF THE RESULTS

You can also include graphs in the appendix that provide information on the composition of the sample, such as how the number/proportion of the sample is distributed in terms of gender, division, region, etc. It is often not necessary to include statistics such as medians and standard deviances. On the other hand, the report should include information on how many participants there were in the survey and how many answered the question concerned. Bear in mind clarity and communicability when choosing colors and diagram types.

SOME TIPS FOR THE REPORT/PRESENTATION

- Feel free to give the report/presentation a special look (colors, fonts, etc.) that corresponds with your organization’s visual profile.
- Don’t use too small typesetting, this is especially important if the report will also be used for presentations, and must be easy to read from a distance.
- Use the same color for units (e.g. “Men”) where the unit is included.
- Use colors that are easy to distinguish between in graphs and diagrams.
- Don’t use complex graphics and too many comparisons in the same image. It might be hard to interpret the results, and also gives an unclear message. Extensive use of 3D diagrams, for example, is not recommended.
- Avoid adding too many effects and interfering elements to the slides. It should be easy to gauge the results from quickly scanning the slide, at the same time as it should be pleasant to look at.
- Be conscious of what type of graph or diagram you choose to use. Preferably, you should add some variety so as to avoid monotony, while still being aware that different types of graphs and diagrams are suited to different purposes and presentations.
- In rating scale questions, where numbers are used to describe each value in the scale, it would be most effective to present these with the average score. This provides a good overview, it simplifies comparisons of the questions and you can quickly see which areas distinguish themselves, negatively or positively.

WHY CHOOSE QUESTBACK?

LEADING SUPPLIER

Questback is the leading online feedback platform helping companies, large and small, understand customers, engage

employees and outperform markets. The Questback experience matches powerful technology with human expertise to deliver our clients the most value.

INNOVATIVE AND USER-FRIENDLY SOLUTIONS

Based on user feedback, Questback invests in continuous innovation. We are always asking what next in our quest to deliver the best possible products and services. Questback is web based, intuitive to use, and there's nothing to install.

FIRST CLASS SECURITY AND DELIVERABILITY

Questback takes security very seriously. Superior technology, carefully controlled work processes, and our BSI-certified data protection program mean your data is safe and belongs only to you Our services regularly undergo compliance tests by external security providers.

UNIQUE KNOWLEDGE PROVIDER

Questback offers proactive knowledge transfer. Our Customer Success Advisors will assist you with everything from survey quality assurances to enterprise feedback management solutions. Questback gives you best practice templates that adapt easily to your organization's information needs, and our training center offers courses in classroom settings, online tutorials, and webinars.

ACCESSIBLE USER SUPPORT

Questback Support is available to help with any questions you have about the platform. We deliver high quality, short response times, and world class support management. Contact support by phone, email, or directly from the Questback platform.

MORE INFO:

www.questback.com

info@questback.com

(800) 974.8784