

SPECIFICATIONS FOR A QUALITY SURVEY			PERFORMANCE BY AVAILABLE METHODS			
CRITERIA	STANDARD	REASON	INFOQUEST	PAPER	TELEPHONE	WEB
Response Rate	<i>At least 50%</i>	<i>Low rates generate disproportionate responses from "far end of the spectrum" customers. Also makes it impossible to target high revenue accounts.</i>	<i>Average is +70%</i>	<i>Average is 5-8%</i>	<i>Perhaps 50% for a very short survey (10-12 questions, 5 mins. max); rapidly declines as time requirement increases.</i>	<i>Average is 5-15%</i>
Number of Questions	<i>30-60</i>	<i>Less than 30 fails to provide sufficient actionable info. More than 60 depresses response rate.</i>	<i>36-60</i>	<i>One page max.</i>	<i>5 minute survey allows 10-12 questions after which response rate rapidly contracts.</i>	<i>36-60</i>
Candor	<i>Presumption of anonymity is vital.</i>	<i>If identity is presumed to be known, majority of respondents will withhold critical comments due to concern over ramifications.</i>	<i>Customers tend to assume anonymity, but each box is coded to enable fully attributable responses.</i>	<i>Forms often not considered valid without customer's signature. Most contain bar codes or letter codes that are assumed to be identifiers.</i>	<i>None. Identity of respondent is unquestionably known.</i>	<i>Use of security access codes leads to presumptions of traceability.</i>
Delivery	<i>Need assurance that survey will make it to intended participant.</i>	<i>If you can't get a survey in front of a customer, you can't get a response.</i>	<i>Expected due to pre-validation call and confirmation of address. 95% reach the intended participant.</i>	<i>Often filtered out as junk mail.</i>	<i>Secretarial and voicemail guardianship is high and accessibility is low. Leads to poor hit rates and many call-backs.</i>	<i>Access provided via email. Increasingly difficult to get past spam filters and internal firewalls.</i>
Acceptability	<i>Must be something that customers will be interested in doing. Must be some kind of benefit for customer.</i>	<i>Business people are too busy to devote time to things that waste time or hold no promise of enhancing the customer relationship.</i>	<i>It comes in a box. It's fun, unique, tactile and engaging.</i>	<i>Unengaging, soulless, regarded as a process. Often associated with junk mail.</i>	<i>Time consuming, highly intrusive, almost universally disliked. Often associated with telemarketing.</i>	<i>Overused and unimaginative. Seen as a paper survey on a monitor. Often associated with SPAM.</i>
Customer Benefit	<i>The age-old human need "What's in it for me?" must have a beneficial response.</i>	<i>People are busy and they are deluged with surveys. If there is not something to create visibility and interest, most people have better things to do with their time.</i>	<i>An offer to share results produces interest in process. Delivery of a unique survey stimulates further interest.</i>	<i>Average response rate is 5-8%. If there is a benefit, very few customers see it.</i>	<i>Seen by most people as something to be endured, and only if they are unable to escape it.</i>	<i>So overused they are no longer taken seriously. Response rates have been falling for years.</i>
Response Influences Must be Eliminated.	<i>Must lead to candid, accurate and unbiased responses.</i>	<i>Poorly worded or structured surveys will introduce biases and can lead respondents to answers that may not reflect their true opinions.</i>	<i>Questions posed in random order to avoid patterned replies. One visible question at a time avoids comparisons.</i>	<i>Patterned responses and comparison of answers undermines accuracy.</i>	<i>Interviewer's perceived age, accent, gender and/or skill can all influence results.</i>	<i>Prone to same influences as paper.</i>



SPECIFICATIONS FOR A QUALITY SURVEY

PERFORMANCE BY AVAILABLE METHODS

CRITERIA	STANDARD	REASON	INFOQUEST	PAPER	TELEPHONE	WEB
<p>Must Be Multi-Cultural and Consistent Across all Countries and all Languages</p>	<p>Customers in Chicago and Seattle must look at methodology, at questions and at response options and, without exception, see the same thing, and derive the same meaning, as customers in Sao Paulo, Shanghai or Mumbai.</p>	<p>While certain cultural idiosyncracies will unavoidably filter into and impact the understanding of international responses, it is critical to make sure that the survey material or method itself does nothing to alter or impact responses.</p> <p>A question that makes perfect sense in English may not have an equivalent, literal translation into other languages.</p> <p>Or, as is the case in Japan, a literal translation may be available, but the result may have a different cultural meaning than was intended (see Chapter 3, Page 3, of the "Questions" Brochure).</p> <p>Or, subjective response metrics, problematic in English to begin with, are often impossible to replicate in other languages.</p> <p>And, finally, there are issues with some methodologies in some countries that simply make them inappropriate or undesirable for use.</p>	<p>A process that has been used:</p> <ul style="list-style-type: none"> - over 120,000 times - in 78 countries - in 25 languages - on behalf of clients operating in over 100 industries. 	<p>Poor domestic response rates are even worse on an international level.</p> <p>In many Latin American countries, mail can take weeks to be delivered. In some outlying areas of Brazil - and even certain inner city areas - routine service is not even available. Mail delivery is subcontracted to local courier companies who may or may not ever get it delivered.</p> <p>The Italian mail system, notoriously slow to begin with, has been caught destroying mail to relieve the backlog of high volume periods.</p> <p>In most western countries, paper surveys are known to sender and recipient alike as something that generates no response. They are thus generally likened to and treated as junk mail.</p>	<p>Phone surveys are unacceptable in Japan; the telephone there is used to set face to face appointments, not to conduct business.</p> <p>Getting past secretaries in France is very difficult; particularly in Paris if the caller's accent does not sound Parisian.</p> <p>Telephone use in Germany is typically very brief.</p> <p>Phone conversations can be very long in Italy, but with very little information exchanged.</p> <p>From one country to the next, perceptive differences can significantly impact the type and quality of responses.</p>	<p>A multi-lingual web survey typically requires the establishment of a separate survey site for each required language. Costs for that alone can quickly become prohibitive.</p> <p>However, there is more to conducting an international web survey than just setting up multiple web sites.</p> <p>First, it is by no means a given that all customers in all countries will even have access to the Internet. Second, there are areas of the world where Internet laws affect how research may be conducted in each country. In other words, functionality in Newark does not necessarily equate to viability in Kiev or Beijing.</p> <p>And, of course, the same issues with language meaning and cultural nuance remain very much a concern.</p>
<p>One Provider</p>	<p>All international survey work should be performed by a single company.</p>	<p>Few research firms have global capacity and must subcontract international work, thereby sacrificing oversight and control.</p>	<p>Production centers and capability in The Americas, Europe and Asia.</p>	<p>Have you ever called what you thought was a local help line, only to find yourself speaking to someone you could barely comprehend, located on the other side of the world?</p> <p>Is that who you want contacting your customers for you?</p>		

