



Survey and measurement Workshop

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Connect. Communicate. Collaborate

Overview

- Introduction
- Planning
- Methodology
- Questionnaire Design
- Implementation
- Results
- Review



Introduction



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Why?



Planning (1)

Aims and objectives



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- Clear
- Agreed
- Scope
- Outcomes



Planning (2)

Methodology



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- Face to face
- Telephone
- Email
- Web based
- Postal





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Implementation

- In-house or outsource
- Timescales
- Questionnaire design
- Collecting the data
- Analysis
- Follow up



Questionnaire design



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- Layout
- Number of questions
- Sections
- Wording
- Response scales
- Open ended questions



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Some response frames

- Likert
- Stapel
- Ranking
- Descriptive
- Bipolar
- Multiple choice
 - Single response
 - Multiple response
- Open ended



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Results

- Analysis
- Interpretation
- Feedback
 - Internally
 - Externally
 - Participants
 - Wider audience





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Review

- Internally and with suppliers
- Feedback from respondents/non respondents
- What went well – to repeat next time
- Lessons learned





Some useful Websites

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- <http://www.etsplc.com/>
- <http://www.questionpro.com/sample-customer-survey.html>
- https://www.microsoft.com/smallbusiness/resources/marketing/market_research/3_steps_to_smarter_customer_surveys.aspx
- <http://www.customerservicegroup.com/gtc.php>

