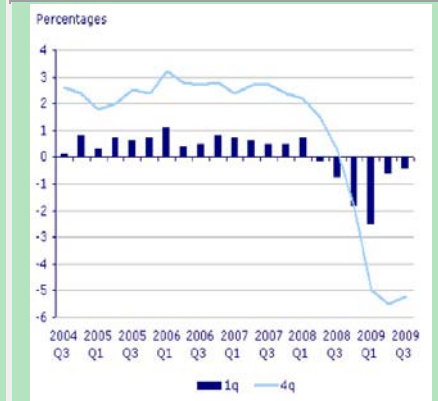


Quantify Survey Research November 2009

Prepare for the recovery

On 23 October, the morning news confidently assured us that experts expected the trade figures to show later that day that the UK had emerged from recession. As we now know, the experts were wrong. The economy had declined by 0.4%. These figures are subject to revision as the facts become clearer, and 0.4% is a very small decline, so who knows? Maybe when all the corrections are in place, we will find that the “experts” had got it right after all.

UK GDP Change v Prior Year



Since then, we have learned that the USA and several European countries have returned to growth and a glance at the chart certainly seems to suggest that we are on the cusp of recovery, so wise organisations, while taking suitable measures to manage the current situation, will also be gearing up ready to exploit the recovery.

An organisation which measures how its employees and its clients feel about its interactions with them and uses the data to nurture its relationships with people is in a far stronger position in a recovery than one which has not paid attention to the feelings of the people its success depends on.

There is still time to fit in a survey between now and Christmas to guide your actions in the New Year and equip you better to benefit from the economic upturn which we all hope is just around the corner.



David Lusty
Principal Consultant
Quantify London



We can help with

Consultancy and bureau support for
[Employee Satisfaction Surveys](#)
[Customer Satisfaction Surveys](#)
[Internal Customer Satisfaction Surveys](#)
[Bespoke 360° Management Feedback](#)
[360° Feedback off the shelf](#)

We also offer:

A comprehensive [Employee Satisfaction Survey Research Kit](#) for those who just can't instruct a consultant to help. It provides everything you need to develop, administer and reports an employee survey in-house.

[Training Seminars](#)

You can access *Quantify Survey Research* for previous months [here](#).

Click [here](#) to see what clients say about us.

More information

For a free initial consultation, please call David Lusty, Quantify London on 08452 41 41 60 or 020 8704 1296 or click to [email](#).

Or call Sue Alderson, Quantify Yorkshire, on 0845 241 3450 or click to [email](#).



Sue Alderson, Quantify Yorkshire

The QUANTIFY sample Web Survey

You can visit our sample web survey [here](#). This imaginary employee survey demonstrates the speed and flexibility of our web system and describes the many aspects which can be configured to suit your preference. It incorporates a quick tour of the various Quantify services you may choose to use, including links to selected outputs illustrations .

If you know anyone who is considering a survey, please forward this email to them and suggest they have a poke around in our sample survey.

Refer a Friend?

Would you please forward this email to anyone you know who might be interested in any of our services? Or if they prefer, pass us their details, and we'll get in touch directly.

Quantify Press Releases

[April 2008 Quantify launches Employee Satisfaction Survey Research Kit](#)

[January 2008 Quantify launches web-based 360 degree Feedback systems \(off the shelf\)](#)

[November 2007 British Medical Journal seeks second opinion](#)

[September 2007 Gold award to Quantify Principal Consultant for 50 blood donations.](#)

[September 2007 Harrow Council consults about the Way Ahead](#)

[June 2007 Quantify Principal Consultant enrolls as Blood Platelet Donor](#)

[April 2007 Quantify's unique presentation of employee survey results helps prevent a waste of resources](#)

[April 2007 Identifying room for business and individual improvement](#)

[April 2007 Quantify illumines Cara Irish Housing Association's room for improvement](#)

[April 2007 Quantify launches a bespoke 360° feedback system](#)

Blood Doning

I'm still banned from giving blood because I had an op to reattach a detached retina. All is well now, thanks, so I should be able to resume blood donations soon.

David

P.S. If you aren't already a blood donor, click the logo below to visit the National Blood Service site to find out more about why it is so important and how easy it is.

Do something amazing today

Save a life

Give blood



David is the proud possessor of a Gold Award for 50 donations (illustrated on the left), and these days, he is a [blood platelet donor](#).

The process involves being connected for an hour or more to a machine which draws out blood, separates the platelets, and returns the rest of the blood.

Because most of the blood is returned to the donor, platelet donors can donate every four weeks. "Normal" whole blood donors give only three donations a year. The procedure is much simpler and their donation is limited to ten minutes.

Survey of the month

The survey of the month is not one of ours. It might not always be particularly topical, or very important or even serious, but we hope you will find it interesting.

OUR surveys are more than just interesting. They provide **management information** about how people **feel** doing business with you or working in your organisation. This allows you to manage your relationship with clients and employees, to retain clients and employees better, to reduce costs, improve customer satisfaction and to compete more successfully.

In USA, the majority are in favour of the death penalty

Gallup's annual USA Crime Survey published on 13 October finds that 65% of Americans continue to support the use of the death penalty for persons convicted of murder, while 31% oppose it - continuing a trend that has shown little change over the last six years.

In 1966, support was as low as 42% and by 1994 had climbed to 80% but it has hovered around the mid-sixties since 2002.

Many of those who believe that innocent people have been executed still support the use of capital punishment. As the report puts it, "For many Americans, agreement with the assertion that innocent people have been put to death does not preclude simultaneous endorsement of the death penalty."

Click [here](#) for the survey report.

Quantify in the Media

Date	Publication	Item	Link
July 2009	Human Resource Management International Digest Vol 17 No 4	Article by David Lusty "Find out what your people really think: How to maximise response rates to employee satisfaction surveys". (Only slightly mangled by sub-editors!)	Link
March 2009	Training Journal	Article by David Lusty "Maximise the Response Rate to your Employee Survey". This is a digest version of a more detailed article. The full article is here .	Link
November 2007	Human Resource Management International Digest Vol 15 No 7	Article by David Lusty "Debunking the Benchmarking Myth".	Link
September 2007	Human Resource Management International Digest Vol 15 No 6	Article by David Lusty "How to avoid the pitfalls of employee satisfaction surveys".	Link
September / October 2007	Human Capital Management	Article by David Lusty "Answers Before Questions"; 12 key points to get useful information from an Employee Satisfaction Survey	Link
12 June	Personnel Today	Article by Kirstie Redford on 360 Feedback with a case study and expert comment from Azure Consulting (Quantify Yorkshire)	NA
May / June 2007	Human Capital Management	Article by David Lusty "Debunking the Benchmarking Myth" pointing out the risks associated with benchmarking comparisons.	Link
May 2007	Training & Coaching Today	"Digest" version of the HCM article above	Link
May 2007	Training Journal On Line	Announcement of bespoke 360 Feedback capability on the web, inventory based on client competencies framework	Link
March 2007	Training Journal On Line	Release of latest Subset Tabulation report providing significance indicators for differences between subset results for individual items, and for clusters of items	Link

Free "How to" guides

- **Your Customer Satisfaction Survey**
- **Your Employee Satisfaction Survey**
- **Your Internal Customer Satisfaction Survey**
- **Your Management Feedback System (360 Feedback)**

These e-books are full of practical advice and checklists for planning every stage of the project. Most people will find something useful in them. To request your FREE copy, please [click here](#).

Questionnaire authors' Top Tips

These tips are drawn from our popular and successful one-day seminar, *Developing, Authoring and Designing Survey Questionnaires*.

2009 open course dates are on the web page.

We also offer a seminar about analysing and interpreting the results of surveys.

In a response frame which is a scale, should there be an even or an odd number of options?

Should we have four options in an agreement scale, say *Strongly disagree, Disagree, Agree, Strongly agree*, or five, with a *No opinion* or *In between* option in the middle?

There is no right or wrong answer to this. If you offer a “cop-out” in the middle, some people who might otherwise have expressed a view will choose the middle option instead. If you don't, some people will be very irritated by being forced to express an opinion when they really don't have one. Research shows that the distribution of the people who **do** express a view stays much the same, whichever way you arrange the response frame, so

- choose the one your target audience will feel more comfortable with
- be consistent; stick to one approach, both
 - within a questionnaire and
 - from one occasion to the next



David Lusty, Quantify London

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Sue Alderson, Quantify Yorkshire

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Management information about how people FEEL

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