

## Quantify Survey Research October 2009

### Repeat your survey

In the last couple of issues, I have been encouraging readers to take advantage of the autumn, an ideal time to conduct a survey. I am pleased to report that we are preparing for three imminent surveys, two among clients' employees and one among service users. In each case, these are repetitions of research conducted a year ago.

When a survey is repeated, it provides even more valuable data than the first time. As well as detecting groups of informants who are more or less happy about issues right now, we can identify improvements or declines in the results by comparing groups like-for-like with the prior survey. This allows clients to measure the effect of their initiatives for improvement.

While a first survey provides valuable Management Information about how people FEEL, the second and subsequent ones can also monitor how things are changing.

We work hard to deliver a service clients will want to use again and it is very gratifying that clients choose to repeat their surveys with us, some of them year after year after year. If we have already handled one survey for you, we would be delighted to discuss with you the value of a repetition.

And if we haven't yet handled even one for you, there's no time like the present.



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.

## Blood Doning

They still don't want my blood after my operation. They plan to review my case after mid-October, so watch this space.

*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.



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.

## 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](#)

## Guest Spot

**Richard Battersby is Owner and Managing Director of Carter Wells Business Solutions, who facilitate operational, communication and reorganisation projects, including succession planning, relocation planning, and planning for mergers/acquisitions. He also offers Project management, Interim management, SME consultancy, Business improvement, and System improvement services.**



**If you would like to make contact with Richard, please contact Quantify and we will put you in touch.**

Richard writes...

### **Change affects everybody in the team**

#### **Suspicion or success?**

People are usually suspicious of change, and are uncertain of how it will affect them.

I was surprised to learn that a client intended to implement a new ERP (Enterprise Resource Planning) System without proper staff consultation or preparation. It does not matter how clever the computer System is, even the best software still requires the users to engage positively with it. Winning the hearts and minds of the users always determines whether a System thrives or fails.

#### **Change as a valuable opportunity.**

Users are very likely to accept change if they are fully involved in the change process. We should seize this moment as a valuable opportunity to involve staff. Although my client did not know what the underlying issues actually were, his staff certainly did. We decided to gauge their opinions, and to identify their day-to-day issues and frustrations. Most importantly, we wanted to test how effective company communications really were.

#### **Gather your data.**

We used questionnaires to help gauge employee opinion of management style.

Groups of senior staff also had the opportunity to spend time off-site, away from the telephones, sharing perceptions of what other departments were trying to achieve. In addition, several groups of staff volunteered to participate in discussion workshops, and were happy to share their opinions. These group observations were compared with individual questionnaire responses.

#### **The results of your staff survey may surprise you.**

The questionnaires illustrated how staff had been affected by a lack of understanding, a lack of resources, or ineffective communications. Staff members were often receiving mixed messages, which led to conflict in their role. In addition to the operational points raised, we learned that staff wanted more information from their directors. Most staff actually wanted to be more involved in the success of the company, and were eager to learn more about customers, and performance.

The Questionnaires also revealed that staff wanted to do a good job, but needed the right tools and equipment. Most importantly, staff wanted the courtesy of a simple “good morning” and “thank you” from their managers.

#### **Clarity and Communication.**

An effective company provides for open and transparent communications, where people have a mutual understanding of their various roles. The combination of questionnaires and discussions had provided a platform for open communications. The client found that his staff were keen to share information between teams, rather than hide it.

From a business perspective, the company was more lean, and quicker to respond to customer needs. Not surprisingly, the client also learned something from his staff, promising to make a social visit to the factory floor every day.

### 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 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!)	<a href="#">Link</a>
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 <a href="#">here</a> .	<a href="#">Link</a>
November 2007	Human Resource Management International Digest Vol 15 No 7	Article by David Lusty "Debunking the Benchmarking Myth".	<a href="#">Link</a>
September 2007	Human Resource Management International Digest Vol 15 No 6	Article by David Lusty "How to avoid the pitfalls of employee satisfaction surveys".	<a href="#">Link</a>
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	<a href="#">Link</a>
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.	<a href="#">Link</a>
May 2007	Training & Coaching Today	"Digest" version of the HCM article above	<a href="#">Link</a>
May 2007	Training Journal On Line	Announcement of bespoke 360 Feedback capability on the web, inventory based on client competencies framework	<a href="#">Link</a>
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	<a href="#">Link</a>

## 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.

### Sport participation in decline?

Sport England's quarterly update on regular sports participation in England shows that since December 2008 participation has significantly increased in athletics, canoeing and cycling and decreased in volleyball and snowsports.

The June update had identified significant declines in participation in swimming, football, golf, rugby union, dance exercise, gymnastics, rowing and rugby league. Only table tennis was showing an increase.

According to the latest update, neither the increase in table tennis nor the decline in football is still showing.

Click [here](#) for a quick story on the Sport England web site, or [here](#) for all the survey detailed reports.

## 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.

### Use statements rather than questions.

Last month's tip was "Keep it brief". A short questionnaire is almost always preferable to a long one.

A good way to make a questionnaire shorter is to stick to the same response frame as much as possible. You can often do this by expressing questions as statements which people can agree or disagree with. Statements such as *My contribution is recognised*, *I work in a comfortable working environment*, or *I know enough about how my team is performing* can all be responded to using an agreement scale you can offer.

If you put them as questions, though, each will require a different response frame. *Is your contribution recognised?* might require options *Never*, *Hardly ever*, *Most of the time*, *Always*, whereas *How do you rate your working environment* might need options like *Very uncomfortable*, *Uncomfortable*, *Comfortable*, *Very comfortable*.

Expressing items as statements usually improves response rate because it

- Takes up less space, keeping the questionnaire smaller, and less daunting
- Allows the informant to respond without having to take in a new response frame for each question, making completing the survey much less effort.



David Lusty, Quantify London

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Sue Alderson, Quantify Yorkshire

**QUANTIFY**<sup>®</sup>  
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