

## Quantify Survey Research September 2009

### Opportunities to grasp

There seem to be lots of good news stories about just lately. Stock markets are recovering a bit. Manufacturing industry is experiencing a pickup in demand, or at least a slowdown in the rate of decline. House prices have gone up for the third month in a row. Ford Europe reports that July sales were 5% up on prior year; the third month in a row with improvement on PY. And England have won back the Ashes.

The Jeremiahs suggest that there is always the possibility of a double-dip, or W shaped recession but looking on the bright side, there is a reasonable prospect of a recovery some time soon. And when that happens, organisations that have kept in touch with their people and their clients will come into their own.

If you have found out how your employees feel, and have acted on that knowledge to get your people on side, they will be that much more determined to ensure that customers get the excellent service that will lead to growing the business. And if you have found out how your clients feel, you will know better what they will perceive as excellent. In either case, you will be one step ahead of the competition.

From now until Christmas, there couldn't be a better time to conduct an Employee Satisfaction Survey or Client Satisfaction Survey to get the management information you need to ensure the best possible relationship with your employees and clients.



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.

## Guest Spot

**Angie Court is the former Director of Customer Service for Avis EAMEA. Her responsibilities included customer service delivery and recovery at the customer facing points, using the solicited and unsolicited customer voice collected about their Avis rent a car experiences.**



**If you would like to make contact with Angie, who now works as an independent consultant, please contact Quantify and we will put you in touch.**

Angie writes...

### **Bridge the foreign culture gap – learning to be even more in touch with customers**

In my previous article (October 2008) on using customer feedback, I established that good service is not just about perfect process. It's about positive interaction; being 'in touch' with your customer.

Sometimes a misunderstanding arises between a customer-facing member and a customer because of unintended messages through their words, actions and body language. This is especially the case when the customer and the staff member are from different countries with divergent cultures, when effective communication requires cross cultural awareness to avoid misunderstanding.

During my years at Avis, I found that British and German residents would often wait until they returned home before deciding to contact us to query or complain. This resulted in higher cost in the customer's home country because the number of complaints/queries received long after the event required lengthy international investigation when often the staff where the incident or query arose couldn't recall the incident, or couldn't think what they had done to provoke the complaint. On investigation, often the service delivered had been absolutely fine; just different from what the customer was expecting. So in their perception it was the wrong service.

### **Understanding the customer's expectation**

We introduced training to help front line staff dealing with a customer from a different culture to see a complaint which would otherwise be invisible to them and to provide hints and tools on how to defuse it. This was about understanding cultural distance.

I created a simple multimedia training tool. The approach was not prescriptive but aimed to enhance the staff member's own service personality with another set of skills.

The training followed the following process:

Trainees saw typical behaviour in a coffee shop in their own culture; then looked at characteristic coffee shop behaviour in 13 other European countries. They then studied the differences in a variety of cultural areas;

*High power distance* cultures where those in positions of power are regarded as very different from others, versus *low power distance* cultures where they are nevertheless regarded as equals.

*Communitarian* cultures, where people identify strongly with family, friends, work, or clubs to create a strong sense of community, versus *individualistic* cultures.

*Uncertainty avoiding* cultures which prefer things to be structured and predictable versus *uncertainty embracing* cultures which more readily tolerate ambiguity and accept change.

*Masculine* cultures which make very clear distinctions between the roles of men and women versus *feminine* ones which tend to be less male dominated.

*Linear* cultures which have a linear, organised view of time versus *flexible* ones where things can happen all at the same time, and it is less important that things happen on time.

Based on this academic information about cultural differences staff needed to know how and when to apply the different behaviours – sometimes uncomfortable and appearing ridiculous to their natural behaviour. Hints and tips were provided on *What you should do and when*; and *What you shouldn't do and why*.

By being receptive to the clues from the customer, staff were able to respond with the most appropriate attitude and behaviour to ensure the customer's loyalty.

The results were quick and obvious. Complaints dropped considerably because customers were being served differently to suit not only their personality but also by picking up the cultural nuances that had not been obvious before. This allowed the customer facing staff to react differently and more relevantly to the individual customer and therefore avoid unresolved complaints.

## 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](#)

### 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 form 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>

## 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](#).

## 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.

## 87% of web shopping baskets are abandoned.

Every now and then, as you dash round the supermarket, you bump into a trolley that someone has started filling up and has then just dumped, and gone away. When the staff notice them they clear them away. When I realise that I have forgotten something in a far distant part of the shop, I have often thought that it would be quicker to leave my trolley and nip back to get the thing I missed, but I don't dare, in case my trolley is cleared away as an abandoned one. On the web, evidently there is no need for abandoned shopping baskets to be deleted, and every reason not to do so.

According to a basket abandonment survey from Amaze, 87% of online shoppers abandon their shopping baskets, but the majority plan to return to websites later to complete their purchases, with baskets effectively used as wish lists.

Apparently, 74% of respondents said they would return at a later date to make a purchase, and many are using the basket as a means to 'window shop' on e-commerce sites. Clothing and computer products were more likely to be bought straight away, while baskets containing books and music were often abandoned:

Amaze suggest that e-commerce sites could address abandonment by:-

- Saving basket contents for future visits, and making it easier to resume the purchase may make it more likely that customers will come back and also use the feature for research.
- Clearly display prices and delivery charges on product pages so that shoppers don't have to add items to the basket to find out this information. If customers are reaching the shopping cart and then abandoning due to delivery costs, then this suggests that this information has not been made clear or that charges are too high.
- Add user reviews and ratings to help uncertain customers make a decision on a purchase there and then.
- Offer collect in store options. Sometimes people want items more quickly, or are simply researching online for offline purchases, so making this easy for customers can pay off. Both Halfords and Argos have boosted their multichannel revenues recently by offering such services.
- Email customers that abandon baskets. By adding items to shopping carts, customers have shown a possible intent to purchase, so a reminder email, possibly with the added sweetener of a discount may be enough to get shoppers to come back and finish the purchase.

Click [here](#) for a quick story on the eConsulting web site, or [here](#) the full story from amaze

## Blood Doning

I had to cancel the 25 August appointment because I have just had a little operation. I won't bore you with all the gory details but you can't give blood for a bit, even after a visit to the dentist.

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.

## 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.

## Keep questions brief

A short questionnaire is much more likely to be completed than one which even seems as if it might be a chore. And short questions are not only easier to take in and respond to; they also add up to short questionnaires.

So cut out any words which aren't essential to the item (question). They only make the questionnaire longer, which will discourage people from finishing it, or perhaps even from starting.

Each extra word is also an extra possible source of ambiguity. Different people will understand your items differently, anyway. The more words you include, the more different interpretations the item is open to.



David Lusty, Quantify London

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Sue Alderson, Quantify Yorkshire

**QUANTIFY**<sup>®</sup>  
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