

Quantify Survey Research March 2010

Do you care how people feel?

Social networking web sites have become very popular; Facebook and Twitter are constantly in the news. Most of the stories are about celebrities and some have built enormous followings of people anxious to hear about their every trivial move.

Twitter encourages members to keep tweeting about what they are doing every minute of the day. Evidently many people find this a good way of staying in touch with people they care about but I don't imagine that anyone would be interested to hear what I am up to even if I had time to tell them.

In organisations, the people that matter to us are employees and customers and it might be interesting to know what they are doing; especially if they are planning to depart and become someone else's employee or customer instead of ours. Or if they are staying on as our employee or customer, but resenting some aspect of the way we treat them.

So perhaps how they feel is more important than what they are doing. Do employees feel engaged with the employing organisation? Do clients feel valued and well-served? If they don't, the organisation's results will suffer.

We know that engagement correlates with individual and corporate performance. And something like 90% of dissatisfied customers don't complain. They just take their business elsewhere.

So it is worth measuring employee satisfaction / engagement and customer satisfaction, and taking action to address the issues that emerge. To manage your relationship with your employees and / or your clients, you need the data because you can't manage what you don't measure.



David Lusty
Principal Consultant
Quantify London



We can help with

Consultancy and bureau support for
[Employee Satisfaction / Engagement Surveys](#)

[Customer Satisfaction Surveys](#)

[Internal Customer Satisfaction Surveys](#)

[Bespoke 360° 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](#)

[Quantify Survey Research back-numbers](#)

[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

Visit our [sample web survey](#) . This imaginary employee survey demonstrates the speed and flexibility of our web system and describes the many aspects which can be arranged to suit you. It provides a quick tour of Quantify services you may choose to use, and 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

Success! On 4 February, I managed a full donation. They set the machine to be very gentle and it took 90 minutes but I was pleased that the visit was worthwhile. I had two cups of tea and two little packets of biscuits to celebrate.

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.

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 form 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](#).

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.

Many soups have high salt levels, survey warns

People often think that soup makes a healthier snack than a burger. But a survey for Consensus Action on Salt and Health (Cash) has found that the EAT chain's "very big" Thai green chicken curry soup has 8.07g of salt in a 907g serving – nearly as much as three McDonald's Big Macs and fries; and more, all by itself, than the maximum recommended daily intake of 6g.

Their survey looked at 575 ready-to-eat soup ranges and 99% of them contained more salt per portion than a packet of crisps. According to Cash, high levels of salt are linked to high blood pressure, which increases the risk of heart disease and stroke. And there is increasing evidence that salt intake is linked to stomach cancer, osteoporosis, obesity and kidney stones and kidney disease.

Read the story on the Guardian web site [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.

Ask questions people can easily answer

When you have made a careful list of the things you need to find out from your survey, it is easy then to just convert an item from the list into a question.

If you need to know what percentage of their time at work people spend dealing with emails, it seems obvious to ask *What percentage of your time at work do you spend dealing with emails?*

Depending on the target audience, this may be a hard question for many people to answer. Even if they know how long their average working day or week is, and they can estimate how long they spend dealing with emails, a surprising proportion of the population is very hazy about working out percentages, or even understanding what they represent. So the answer you'll get from many people will be a very crude estimate, possibly not at all what they meant.

It would be better to ask *How long is your average* working day?* And then, a second question, *How long do you spend on an average* day dealing with emails?* Then you can do the arithmetic when you are analysing the results.

So rather than ask what you wanted to know, you are asking questions people can easily answer.

* Although percentages are mysterious and scary for many people, most people are comfortable with the idea of "average", even if they wouldn't know how to work one out.



David Lusty, Quantify London

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Sue Alderson, Quantify Yorkshire

QUANTIFY[®]
Management information about how people FEEL

David C Lusty
Principal Consultant
08452 41 41 60
07956 518070

18 Rodway Road
Roehampton
LONDON
SW15 5DS

Quantify! Ltd Registered in England Number 2825006 Registered address 18 Rodway Road, SW15 5DS