

Quantify Survey Research October 2010

Technology moves on

In 1990, when Quantify started in business, I recall being told that to be taken seriously, the business must be able to send and receive fax. I had first encountered fax transmission in 1978, when we had a machine in the Personnel office that could send or receive a page at a time via a telephone line, by scanning the paper wrapped around a drum. It was called a [telecopier](#) and the process took several minutes per page. We used it to review proofs of recruitment ads our agency was placing for us. However, technology moves on and I can't remember the last time I sent or received a business fax.

According to this issue's survey of the month (below) it seems as if the telephone land line itself is now a threatened species, clinging on for what we might describe as legacy functions, but not used for mainstream purposes. At first, I thought this related mainly to private users, not business, but I have actually noticed an increase in the number of business contacts who provide only a mobile number, and not just in SMEs.

Technology has changed the way we conduct surveys, too. The web provides a quick, cheap way of reaching lots of people, so most of our surveys are done on the web these days and for all except the smallest surveys, we only choose a pen and paper approach when we have good reasons. There are a number of good reasons that might apply, though:

- We may not have email addresses for all the people we want to invite to participate
- People may not like using a computer, or even have access to one
- It may be cheaper, especially for a small survey
- It provides informants with greater assurance of confidentiality
- It is usually quicker to complete than on the web
- You don't need a PC so people can do it on the bus or the train on the way to or from work.

It makes sense to choose the methodology to suit the budget and the audience and sometimes we provide for responses to a survey to be completed either on paper **or** on the web. This month's Questionnaire Author's Tip (below) deals with the special considerations which then apply.



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](#) NOW with group reports

[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 complimentary 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.

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.

Guest Spot

Quantify is a member of the A2Z HR Solutions network and David Lusty is a member of the [A2Z Change Team](#). On 5 October 2010, the A2Z Change Team presented a complimentary webinar on the subject:



Embracing Change: Are you a change champion?

You can still register, and as soon as the recording becomes available, you will be able to listen to the webinar.

Change is inevitable. A key driver for success in the business world but not always keenly received. Is this why **70% of all change management programmes undertaken fail***, or is it how they are executed?

Join us for our forthcoming webinar and discover how, by being a **Change Champion**, you greatly increase your chance of success.



Embracing Change – Are You a Change Champion? Fay Thompson, HR Director

Date: Tuesday, 5th October 2010

Time: 14:15 GMT / 15:15 CET / 09:15 EDT

[**REGISTER HERE**](#)

Feedback from the **2010 HR Directors Business Summit** told us loud and clear that Change Management was high on your agendas for 2010-11. We listened and now bring you a complimentary webinar to help ensure your next Change programme delivers the results intended. **Three members** of the **A2Z HR Solutions** change team co-presented this webinar. In just one hour they drew on their collective expertise to bring you tried and tested Change Management techniques that can be implemented in your own company straight after this webinar! Why delay success?

Webinar highlights:

- Continually focusing on outcomes makes the difference between success and failure during the **Change Journey**
- Identifying and executing the **Priority Key Enablers** leads to success
- Developing and managing **Critical Success Factors** is essential in reducing the risk of failure

[**REGISTER HERE**](#)

This session was followed by live Q&A with all your hosts including:

Fay Thompson, HR Director

Keith Baker, Business Transformation Specialist

David Knowles-Leak, Leadership & Business Transformation Specialist

The Q&A was moderated by **David Strong**, Managing Director of **A2Z HR Solutions**.

Missed the date? Register now, and you will be sent a link to the webinar recording and downloadable presentation slides once they become available.

Contact Kate Marston: **email** or telephone +44 (0) 20 7202 7705 with any questions.

* according to a survey of business executives by McKinsey & Company in 2008

Please forward this email to any colleagues or associates who you feel will benefit from participating in this webinar.

Blood Doning

I am currently suspended from donations but I shall soon be back on the blood donations trail again.

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 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

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.

Landlines are used mainly for Internet access

Two-thirds of UK landline phone owners use it only for incoming calls and broadband access, and nearly one third hasn't used it for voice calls in the past six months, according to a survey of nearly 2,000 UK landline users.

Could easily live without the landline	68%
Have a landline phone but haven't used it in the past six months	28%
Using the landline only for incoming calls	64%
Have a landline only because they needed it to get Internet	24%
Have a landline (for internet) but have no phone plugged into it	9%
Use a mobile for most calls	91%
Keep the landline because friends and family know the number	33%
Keep the landline because utilities and other services know the number	26%
Believe there will always be a need for landlines	90%
Landlines are mainly for business	67%
Landline has an answering service	80%
Never check for messages	49%

More details [here](#).

Complimentary "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 copy, at no cost to you, 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*.

Forthcoming open course dates are on the web page.

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

A web questionnaire is different from a paper one

If you are offering the same questionnaire on paper and on the web, it is worth remembering that these are actually two different questionnaires.

On the web, when we say "Please tick only one" at the top of a list, we can use the software to enforce that. On paper, some people will still tick as many as they please. This means that we need to decide in advance on a consistent way of treating the response which doesn't stick to the "rules".

On the web, we can also insist on getting an answer to a question. This can get irritating for people, so we wouldn't recommend it except for a filter question which will determine which questions the informant will be asked to answer thereafter. On paper, we have to resort to something like "if you ticked... please go to question..." and of course, some people don't follow the instructions.

When the data gathered from the two different questionnaires has been merged together, it must all be consistent, or we can't summarise it together, so the way the data will end up must be planned before the questionnaires are published.



David Lusty, Quantify London

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



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

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