

Quantify Survey Research September 2010

Back to school

How I hated those signs in the shops, when I was a schoolboy. Why did they have to rub it in?

Anyway, they've gone back, now, and the rest of us are back at work for the long haul through to Christmas with not even a public holiday to look forward to. So yet again, I have heard the media repeating the perennial debate about the shortage of public holidays in the UK; especially England. After the weather, the next favourite topics of conversation in these islands must be changing the clocks for "daylight saving" and why we have so few holidays compared with the continentals.

Every cloud has a silver lining, though. This long spell of mostly uninterrupted attendance at work makes this a great time to run a survey because your target audience will almost certainly be there and not away on a beach somewhere.

So if you have been meaning to get an Employee Satisfaction Survey or a Client Satisfaction Survey, or a 360° Feedback system off the ground, there is no time like the present.



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

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 will be presenting a complimentary webinar on the subject:



Embracing Change: Are you a change champion?

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 will co-present this webinar. In just one hour they will draw 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 will be 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 will be moderated by **David Strong**, Managing Director of **A2Z HR Solutions**.

Questions now being taken via the **registration form**.

Can't make 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 to any colleagues or associates who you feel will benefit from participating in this webinar.

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

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.



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 copy, at no cost to you, 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.

Are we nearly there yet?

According to this survey by Ordnance Survey, heaps of people haven't a clue, because their maps are out of date. While this isn't much more than a thinly veiled effort by Ordnance Survey to get us to chuck out perfectly serviceable maps when they are a few years old, and buy new ones, their survey results are interesting and amusing.

- two thirds of the population admit to regularly getting lost
- nearly 80% admit to getting lost in London
- 38% of Brits pretend to know where they are going even when they have no idea.

I think my wife would suggest that last statistic should be 50% i.e. the entire male population.

- A quarter of the population is using traditional maps that are over a year old
- 40% of satnav users have never updated the maps

Shock! Horror!

Apparently the most reliable person to ask for directions is a man over 55 from the north east of England, but Scots are twice as likely as the national average to deliberately give a driver wrong directions. They don't say if that depends on the driver having an English accent.

More details [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.

Whenever you can, provide a list for informants to pick from

When you need to ask which department somebody works in, which area they live in or what magazines they read last week, you will get better data if you offer a list for people to tick. And the analysis will be quicker and therefore cheaper.

If you ask them to write their answer in a box, that might help to keep the questionnaire shorter (always a good idea) but people will use different names for the same thing so you will need to "pre-code" the questionnaires before they go for data capture. This is the process of interpreting what people have written in the box by looking it up in a list and writing the code, usually a number, which is to be recorded in the data file. Only if the list in the questionnaire would be impossibly long should you usually consider this option.

On the web, of course, we can set up the list as a drop-down list, so it doesn't make the questionnaire appear longer at all.

Providing the list also helps by prompting the informant with all the available options. In a famous experiment, people were asked which magazines they had looked at on the previous day. *W R Belson & J Duncan (1962) "A comparison of the check-list and the open response questioning systems." Applied Statistics: II 120-132*. With no list, 7% mentioned Radio Times but when the list was shown, 38% said they had looked at it.



David Lusty, Quantify London

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

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