

## Quantify Survey Research January 2011

### Happy New Year

We hope the New Year has started well for you. The news has been mixed, with bad weather and increases in tax and duty on the gloomy side balanced by the success of the England Cricket team in Australia, and several businesses reporting good 2010 results and plans for expansion in 2011.

One of the success stories is the John Lewis partnership which experienced a record Christmas, and whose Waitrose food business plans a big expansion in 2011. It is surely relevant to point out that this is a business which has concentrated on engaging the people who work in the business and on providing excellent service to customers.

The survey of the month this time also provides cause for some optimism, reporting mid-sized businesses at the end of 2010 more optimistic about 2011 than they had been in 2009 about 2010.

Employee engagement is an important driver of business success. An organisation which chooses not to manage, and maximise employee engagement is choosing to be less successful than it otherwise could be. And managing any aspect of business requires that you measure it. Otherwise you have no way to evaluate the effect of any management intervention.

There is no better time to start an Employee Engagement (and satisfaction) survey than the beginning of a new year.



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 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

**Sandler Training is a world leader in innovative sales and sales management training. For more than 40 years, Sandler has taught its distinctive, non-traditional selling system and highly effective sales training methodology, which has helped salespeople and sales managers take charge of the process in more than 20 nations.**

**Paul Glynn is Director of Sandler West M25 region. His experience spans over twenty years of selling, sales management and training. Paul is dedicated to assisting business owners and salespeople reach their potential. If you would like to contact Paul for details of free seminars and literature, please contact Quantify and we will put you in touch.**

Paul writes:

**If you prefer not to be challenged, look away now.**

Do you know how many clients you lose in a year? An engineering firm I spoke to recently was candid enough to tell me they would naturally lose about 20% but they try very hard to keep that to just 14%. Is that typical for your organisation too? That means you have got to find a new 14% in revenue terms, each year, just to stand still. Is that easy right now in this fiercely competitive market?

Another challenge; how much business do you know you have lost just because your non-sales staff did not think to make a fuss about some good work you have done for that client or failed to hand on a good potential sales lead for up-selling or cross-selling? Worse, how many business opportunities do you suspect are going undetected? With your existing clients, not new ones.

Next; what is the main reason you lose clients? Not the reasons they give you because they are just the polite answers. The main reason you lose your clients is probably because they do not feel you value them enough. That feeling comes from where? Is it likely to come from those that have the most day to day contact with the client?

Last challenge; who are those who have most client contact? To whom have you entrusted at least 80% of this year's revenue? Make a list.

The real challenge; what would you be prepared to do to reduce client turnover, increase revenue from existing clients and farm referrals?

Sandler has just launched its new Frontline Advantage training program. Contact Quantify and we'll put you in touch with Paul.

### 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.

## 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.

## 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.

## Mid-sized businesses optimistic about 2011

In a Department for Business survey last September and October among businesses having a turnover of £25 million - £500 million (so-called Mid-cap businesses), 58% were expecting an increase in their turnover in 2011 and 93% of those seeking finance had managed to obtain what they need. Last year's equivalent figure was 82%.

Only 7% of mid-caps reported access to finance as the main barrier to the success of the business, down 10 percentage points compared with last year's figure of 17%.

The surveyed businesses reported they had reduced their demand for external finance with only 32 per cent seeking external finance in 2010, a decrease of nine percentage points from the previous year.

Although only 0.5% of enterprises in the UK fall into the mid-cap category, they represent about 20% of the UK economy.

Department for Business [Press release](#); Full [survey results](#).

## 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.

### Don't ask about things you can't or won't change.

A survey is obviously intended to learn about people's opinions or feelings. But it is important to remember that it may also change those opinions or feelings.

If you ask about something in a questionnaire, that may raise expectations that you will at least think about changing something in response to the answers you get. If you ask about something and then do nothing in response to a strongly expressed view, informants will wonder if there was any point in completing the survey. So your credibility, informants' attitude to you, and the response rate to any subsequent surveys will suffer.

If you know informants will expect some burning issue to be mentioned but you know you can't change it, leave it out of the questionnaire, but explain (independently of the survey) the reasons you can't change whatever it is at the moment, so people won't think you are just stubbornly ignoring the issue and hoping it will go away.



David Lusty  
Quantify London

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**QUANTIFY**<sup>®</sup>  
Management information about how people FEEL.

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