

Quantify Survey Research March 2011

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Heads in the sand?

The European Court of Justice has ruled that insurers must stop discriminating between the sexes. So from 21 December 2012, they can no longer offer women lower car insurance premiums despite the fact that they have fewer and less costly accidents, and they can't offer men better annuity rates even though they die sooner, and therefore won't draw the annuity as long as women.

When DNA testing was emerging as a realistic prospect, there was concern about the position of someone whose DNA showed a predisposition to life-threatening condition and how a life insurance proposal would be viewed. People said that once the test had been done, the genie was out of the bottle and an insurer would be entitled to take account of it. This latest ruling insists that long experience of the different behaviour and life expectancy of men and women should be ignored; stuffing these genies firmly back in their bottles.

When you measure Employee Satisfaction or Customer Satisfaction by running a Survey, you may learn things you had hoped not to hear. The results might challenge the image managers had of their organisation's customer service or treatment of its people and once that genie is out, you certainly can't get it back in the bottle. Perhaps that is why some organisations prefer not to measure. That way you need never hear the truth.

But an organisation that has both the confidence to acknowledge that nothing is ever perfect and the determination to improve what can be improved has nothing to fear from measuring Employee Satisfaction and Customer Satisfaction. Indeed it has everything to gain from the opportunity to focus on the issues that most need improvement while celebrating and reinforcing the things that are working well.



David Lusty
Principal Consultant
Quantify London



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[Employee Satisfaction / Engagement Surveys](#)

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[Bespoke 360° Feedback](#)

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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.

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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 is a member of the A2Z consultancy network.

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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?

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 Donation

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.



Guest Spot

Bruce Lawson is founder of **Cope Wellbeing (Destressing your world)**, a stress management consultancy, **Cope Business coaching**, a consultancy specialising in Business coaching and training in the corporate sector and **Cope® Core Power Energy training**.

If you would like to contact Bruce, please email Quantify and we will put you in touch.

Bruce writes:

Stress costs £25 billion in Absence & Presenteeism each year

44% of employees suffer or will suffer from stress

Stress kills creativity, reduces productivity and ravishes retention

HSE defines stress as “the adverse reaction a person has to excessive pressure or other types of demands placed upon them”. Stress can make you ill. HSE research has revealed about five million workers in the UK experience stress while half a million believe it makes them ill, costing the nation £3.7 billion. Brendan Barber, general secretary of the TUC, identified Stress as the top workplace health and safety concern.

Stress can do more: it can kill. Dr. Paul Rosch has stated “It is a heavy contributor to heart disease, cancer, respiratory distress, lupus and many other life threatening illnesses.” Living with constant stress will literally wear your body out. Stress hormones weaken its ability to fight or prevent serious diseases including cancer, heart disease, diabetes and autoimmune diseases like rheumatoid arthritis.

Stress also ages you. When your body is under stress, your cells actually change shape and become unhealthy. In turn, the delicate tissues in your body become more susceptible to free radical damage; the process that causes aging.

The bottom line is that stress costs money. Professor Cary Cooper, CBE says "The direct cost of stress and mental ill health at work in the UK are estimated at £25.9billion per year. These issues have become a bottom line matter, not just a cosy, 'wouldn't it be nice to have if we can afford it' type of matter."

The latest Badenoch & Clark Employment study found 84% of employees stressed at work with 14% workers admitting to being very or extremely stressed.

Stress also causes “Presenteeism”;

- workers reporting to work when ill and not operating to their usual level of productivity. This costs 60 percent of the total cost of worker illness. Individuals come into the office ill, potentially contagious and not functioning 100%.
- people working late or coming into the office during holidays.

Presenteeism is hard to measure and the loss of productivity is much more hidden but it too has a cost. Research by the Sainsbury Centre for Mental Health show £15 billion is lost through presenteeism where staff are at work but performing below their full potential because they are unwell (2007) and estimated that presenteeism accounts for 1.5 times as many working days lost as absenteeism.

One solution Cope Wellbeing offers: a cost-effective intervention returning a company to health, profit and productivity which has 5 steps:

1. Identify the problem in conjunction with HR Department.
2. Design a specific solution based on specific need.
3. Deliver the programme in a series of intense brief interventions & Establish future training needs.
4. Train internal staff to continue the programme.
5. Commence Long Term Skills Training & be available for refresher or booster sessions.

If you would like to hear more from Bruce, contact Quantify and we will put you in touch.

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.

We're stretching a point this month because although this isn't strictly a survey, it is a news story published by the British Antarctic Survey.

Captain Scott's century-old collections suggest marine life is capturing more carbon

Tiny marine creatures collected 100 years ago by Antarctic explorer Captain Robert Falcon Scott give new clues about polar environmental change. By comparing present-day bryozoans – a sea-bed filter-feeding animal that looks like branching twigs – with specimens from Scott's expeditions scientists have found the first conclusive evidence of increased carbon uptake and storage by Antarctic marine life.

Scott was one of the great polar pioneers and led the National Antarctic Expedition and British Antarctic Expeditions at the turn of the last century. His last expedition reached the South Pole, but was beaten to it by the Norwegian explorer Amundsen. Scott's polar party died in 1912 on the journey back so he is often seen as a heroic failure.

However, his voyages were first and foremost scientific ones and the collections of material and information they made were impressive even by today's standards. Despite making it much harder to get safely to the South Pole and back he refused to sacrifice any scientific effort or quality.

[Full story](#)

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 people to say how other people feel.

We get the best data by asking people to report on their own views or experience. Items like *We are all dedicated to meeting customers' needs* or *Most people are content with the quality of the ABC widget* ask informants to tell us how other people feel. They may have no idea, or be completely mistaken.

In a Court hearing, such hearsay evidence would be inadmissible and it isn't much help to us, either. If we want a generalised view, we will get that when we aggregate the views of all the individual informants.



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