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Quantify International

We are pleased to announce the new Quantify International Consultancy and Bureau service.

We have worked very successfully with many clients in the UK without ever meeting them face to face. The whole process from initial discussions to briefing, administration and outputs delivery has been handled through telephone and email contacts.

Instead of organising physical meetings for briefing and advice, we use telephone or Skype calls or conference calls with video if required. Documents are distributed as attachments to emails so that everyone is looking at the current versions. If paper questionnaires are used, we provide business reply service envelopes to allow informants to return them directly to us.

Having become so practiced at this modern and efficient approach to supporting clients, we can now confidently offer our service to clients outside the United Kingdom as well as those in the UK. For more details please see our [Quantify International](#) flyer.

And of course, our excellent and cost-effective service is still available to clients based in the UK, with the option of face-to-face meetings if you prefer them.



David Lusty
Principal Consultant
Quantify London



We can help with

Consultancy and bureau support for:

- [Employee Satisfaction / Engagement Surveys](#)
- [Customer Satisfaction Surveys](#)
- 360° Feedback
 - [Bespoke](#)
 - [Off the shelf](#)
- [Training Seminars](#)
- Quantify Survey Research [Back-numbers](#)
- [What our clients say about us](#)

More information

For a complimentary initial consultation, please call David Lusty, Quantify London on 020 8704 1296 or [email him](#). Or call Sue Alderson, Quantify Yorkshire, on 0845 241 3450 or [email her](#).



Sue Alderson, Quantify
Yorkshire

Quantify is a member of the A2Z consultancy network.

[A2Z](#) - Understanding our clients' needs and delivering bespoke, cost-effective solutions



Business Transformation | Change Management | Coaching |
Customer & Employee Surveys | Employment Law | HR Consultancy |
Leadership & Talent Development | Mediation | Payroll | Recruitment |

Guest Spot



David Lusty is the Principal Consultant at Quantify.

This month's "guest" spot continues our recent series featuring his articles.

David writes:

Maximise Response Rate to your Employee Satisfaction Survey

Engagement Engagement is a measure of the quality of the relationship between employer and employee. It also seems to correlate with response rate to a survey.

Involvement Employees involved in developing the questionnaire will provide the employee angle on issues and then encourage colleagues to participate in “their” survey.

Relevance Cover areas that interest employees, and don't omit the thing people are most worked up about.

Experience Someone who knows that the results of a previous survey led to some change probably sees some point in completing another questionnaire now. If they never heard anything more about the last survey, why would they bother?

Expectation Give prior warning about the survey to create expectation among informants.

Methodology The choice of paper or web can influence response rate but what suits one organisation or one person might not suit another. So why not offer each informant the choice of media?

Convenience Make it easy to respond. With a paper questionnaires, provide a postage paid reply envelope. On the web, give access through a single click.

Anonymity / Confidentiality To encourage good response rate and frank replies, promise anonymity.

Questionnaire Keep questions brief and instructions to a minimum. Don't use more pages than necessary. Put classification questions at the end. Print a FREEPOST address on the questionnaire.

Incentives You can offer entry into a prize draw, for example, but not in an anonymous survey. With anonymous responses, offer to make a donation to charity for each response.

Urgency Set a closing date urgent enough to encourage people to deal with it now, but not so short as to lead others to ditch it as unreasonable.

Reminders Every reminder produces more responses.

This is a very condensed version of the article. You can download the full version as a .pdf [here](#).

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.

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](#).

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.

Farmers are turning to social media as a way to promote their business and boost profits

In a survey of 1,000 farmers for JCB Workwear, more than half (53%) said they used social media, mainly to communicate with customers and to flag-up farming-related issues. An "astonishing" 87% described social media as an "effective" tool, with just 13% disagreeing.

More and more farmers see social media as key to the success of their business, and the top reason given (by 41%) for using such sites is to flag-up farming-related issues. 28% use social media to communicate with customers, 14% to tackle rural isolation, 8% as a direct line to politicians and policy makers, and 9% for other purposes.

[Main story](#) from Farmers Weekly Interactive.

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.

Avoid concepts the target informants might not understand

We might imagine that percentages, for example, were generally well-understood but in a survey aimed at the population in general, or all the employees of pretty well any organisation, asking a question like

Of all the mail you receive at home, what percentage (roughly) would you say was junk?

would not secure good data from a significant number of informants; not just because they might have trouble remembering, but because they aren't clear what percentages are or how to use them.

It is fairly safe to use the concept of average. Although they may not know how to work one out, most people understand what the word means. So a better way to get at the information we are after would be to ask

How many items do you receive in the post in an average week?

and then

On average, how many of those would you say were junk?

Once you have the answers to those two questions, you can work out the percentage yourself.

Other concepts not widely understood are "chronological" and "paradigm".



David Lusty
Quantify London

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QUANTIFY[®]
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