



Customer Satisfaction

Client: A global travel industry body

Brief: Track satisfaction levels amongst conference delegates at their major annual international conference and their regular regional events

The solution: An interactive survey translated into 5 languages, which focuses on overall satisfaction and performance across a range of specific areas. The questionnaire provides ample opportunity for open-ended feedback

To enable benchmarking over time, the core of the survey is stable. With flexible, conference specific sections providing deeper insight and enabling delegates to voice their opinions on issues directly relevant to that conference

Around 250 interviews are conducted every 2 to 3 months; so far we've achieved a 30% response rate across all waves

Outputs: A concise report for the management team comparing performance across events, with a more in-depth analysis of trends, regional differences and drivers of satisfaction provided in a separate detailed report

Impact: Improving levels of event satisfaction, with improvement initiatives directly focused on addressing attendee requirements





Employee Satisfaction

Client: A world leading confectionery manufacturer

Brief: Assess satisfaction levels of the salesforce with regard to the business's management support and training functions

The solution: An annual online survey using our client's corporate branding. The questionnaire is dynamically tailored to include relevant questions and response options, based not only on responses given during the survey, but also on data supplied in advance about a specific respondent

Around 1,000 interviews are conducted each year, with a 90% response rate

In support of the quant findings, we regularly focus on key areas via online bulletin board focus groups, conducted amongst target groups within the salesforce, or those with specific issues

Outputs: Multi-level outputs include an overall report split by function, plus reporting at an individual manager and function level

Impact: The results from the Qubiq survey are used directly by a partner consultancy to improve salesforce performance through focused training initiatives

