

Satisfaction research who loves you?



The margin between success and failure is narrowing all the time, making small improvements in customer satisfaction and employee motivation crucial. Nowadays there are thousands of brands and businesses to choose from; why should someone choose yours?

- If customers get real satisfaction they'll tell their friends, creating a wave of growth and a booming success story.
- If employees love working for a company they'll stay longer and be more productive.

At Qubiq we specialise in providing tailored customer and employee satisfaction research, all handled online so it's cost effective, timely and professional.

What's our approach?

We don't believe in off-the-shelf satisfaction measurement systems. Every business is different, so we design research that addresses the individual requirements of that business. And we don't believe in unnecessary complexity either; we can include all the clever stuff you'll ever need, but aim to keep things simple, transparent and rewarding.

At the start of the process we actively encourage all stakeholders within the clients business to tell us all they can about their needs, how the results will be used, any

limitations on what can be changed, who'll be using and viewing the results, the metrics we'll be measuring, past research etc.

Then we turn our attention to understanding the respondents. In some situations you'll be able to give us all the information we need, but in others we'll run explanatory work (see our qual fact sheet) to really help us understand how people interact with your business – in their own language.

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Putting the respondent at the heart of things

In satisfaction measurement the respondent is central to the process. Our surveys are as focussed as possible, with questions adapting to previous answers. We also use interactive data collection tools to make the survey more engaging and provide a great way of introducing competitive comparisons into the process.



We're also acutely aware that an online satisfaction survey is a shop window for the business. So we take great care to design an online survey environment that's matched to your corporate style, helping gain respondent commitment, whilst conveying the right image for your brand.

Why do satisfaction research online?

There really are loads of advantages to an online approach. In addition to those mentioned above;

- There's **no interviewer bias**.
- You tend to get **better response rates** than with postal surveys.
- It's a much more **rewarding respondent experience** than a complicated paper questionnaire, or being phoned up during dinner!
- **Invites can be sent on a regular and planned basis**, meaning you get immediate feedback and can track performance over time.
- And, last but not least, it's often **cheaper** than the alternatives – and everyone likes that!

How do we make things work?

Other than your up front input, to get things moving all we really need is **a list of email addresses** for the customers or employees you want to talk to.

We'll handle all of the sampling considerations (invites, reminders, incentives) plus the data processing and analysis side of things. We're experts at designing this type of survey to maximise response rates, whilst minimising intrusion.

To provide even more understanding we can supplement our quant work by running **Bulletin Board Focus Groups**, or setting up **Community Forums** (see separate fact sheets). These allow specific issues to be addressed in much more detail, and let people have their say in a more free-form way.

What about the outputs?

There's no point collecting information unless you use it to **improve the way your business functions**. Creating outputs that are both easy to understand and actionable is crucial.

We often use **multi-levelled outputs**; focussed reports for those on the coalface and an overview for senior management. We offer a wide range of formats from traditional MS Office outputs to custom online reports, which can be viewed in real-time with the ability to drill down into the data.

We also have a stats team chomping at the bit to perform **more advanced analysis** such as satisfaction drivers, dissatisfaction analysis, traffic light reporting and customer segmentation. We can even link up overall satisfaction measures with other business metrics to prove the worth of the measurement programme and encourage buy-in across the business.

To check out satisfaction levels call **01491 822555**.

Find out more at www.qubiq-online.com

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