



Presented
May 3, 2007

→ The Seven Deadly Survey Sins

And how to avoid them



Feedback that drives vision.™



→ The Seven Deadly Survey Sins

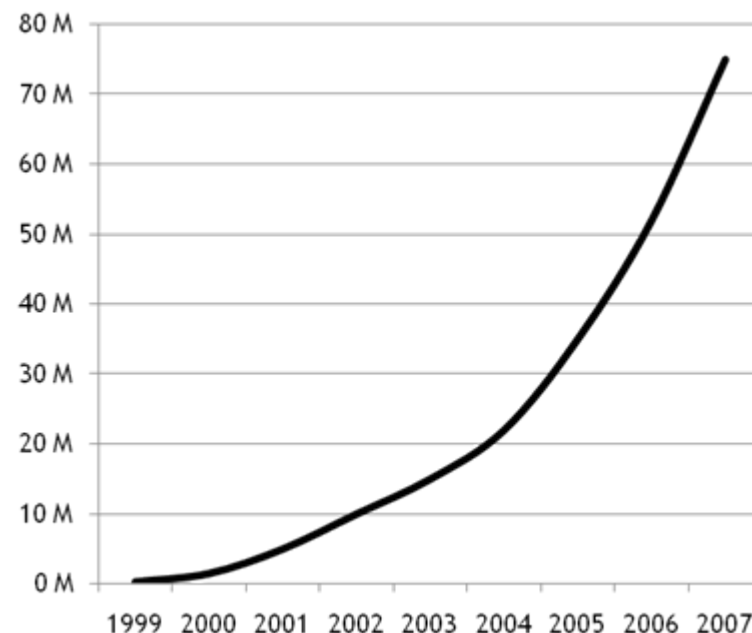
And how to avoid them

Vovici: We Invented EFM



- The pioneer in Enterprise Feedback Management (EFM)
- With over 15 Years of industry expertise and leadership
- 58% of Fortune 500
 - Customers in over 47 countries
 - Over 3,200 organizations globally
 - Offices in United States, Europe, and Asia

Completed Surveys



Vovici's Qualifications



*Hosting **3,500,000+** survey completions monthly*

*More than **35,000,000** survey completions annually*

- 50%+ of Fortune 500 in the U.S. have chosen Vovici
- Customers in over 47 countries
- Offices in US, Europe and Asia
- Over 3,200 organizations globally
- Serving business and governments since 1994
- The most secure organizations in the world trust Vovici with survey data

Benefits of online surveys



Economical

Easily constructed

Rapidly deployed

You don't need to be a professional researcher

Most results within 72 hours

Online tools speed analysis

Opportunity to continuously gather data



→ Notable Survey Failures

Survey anti-success stories



Over 200 clients invited to take a C-Sat survey... only 2 responded.

The 44 open-text question survey no one could analyze.

The 81 question "10 minute" survey only completed by 11% of those who started it.

2,500 invitations...but only 22 takers.

"We've got the data, but no one here knows what it means..."

Our agenda

To expose the most common “Sins” surrounding creating, conducting, and communicating surveys.

We will:

- Show you how to avoid these sins
- Assist you in reaching the greatest return on your investment ...
- So you can realize the value and power of online surveys and survey tools

...and have a little devilish fun along the way



→ **The First Deadly Sin**
Interrogating instead of asking

The first deadly sin

“Your Bias is Showing”

- Asking leading questions
 - ▶ “Do you enjoy cheating on your taxes?”
- Showing your bias
 - ▶ Putting words in someone’s mouth -
- “Are you very satisfied or just satisfied?”
 - ▶ Using judgmental phrases -
 - ▶ “How do you feel about these unfair practices?”
- Confusing the survey taker
 - ▶ “Only 1 answer per question unless more than 1 is applicable”



How to avoid the first deadly sin



Don't assume you know the answer to survey questions

Make sure responses are balanced

Have a 3rd party review questions & responses

Pre-test

→ The Second Deadly Sin

Colombo Syndrome

- ▶ "Just one more question..."
- Survey creep
 - ▶ Too many questions
 - ▶ Complex questions
 - ▶ Too many conditions
- Unclear focus



How to avoid the second deadly sin



A good survey

- Typically has no more than 30 questions
- Has a unifying theme
 - What am I trying to discover?
- Makes good use of skip and conditional logic
- Avoids overly complex questions



Feedback that drives vision.™

→ The Third Deadly Sin

The third deadly sin

The “Field of Dreams” fallacy

“If you build it, they will come”

- Poor response rates
- High abandonment rates
- Unrealistic expectations
- It's all about “me”



How to avoid the third deadly sin



The invitation is critical!

- Clear
- Concise
- Compelling

Pay attention to the subject line

- Keep it short
 - ▶ Under 60 characters
- Make it accurate
- Beware of SPAM filters

How to avoid the third deadly sin



What is your offer or incentive?

- Don't assume people have nothing better to do
- Be creative
- Avoid
 - ▶ "You may be eligible to win"
 - ▶ "You will be entered into a pool..."
- A large number of small incentives is better than a small number of large incentives

Sample Text E-mail Invitation...



Spend 10 minutes on our online survey and get a \$10 Amazon.com online coupon to spend on yourself.

Because of your important role in the industry, XXXXXXXXXX would like your opinion about some key IT issues regarding enterprise software buying—and we're willing to pay you for your opinion if you're among the first 100 people to take our survey. It's quick and simple and will take you less than 10 minutes to complete.

XXXXXXX, an independent market research firm, is conducting this important industry study and your responses will be kept strictly confidential. All information provided will be aggregated with many others so that information will not be personally identifiable, and you will be provided with your own copy of the results of this exclusive survey.

To get your Amazon.com online coupon, and your own copy of the survey results on enterprise software buying, just complete our online survey no later than midnight on Friday, March 26th.

Don't delay—click on the link below now to fill out the survey and be among the first 100 qualified people to respond! *(Note: If you're not the right person, feel free to forward his e-mail.)*

<http://websurveyor.net/wsb.dll/16349/Softwaresurvey.htm>

Thank you in advance for your participation.

XXXXXXXXXX
An Independent Research Company
505 Huntmar Park Drive Herndon, VA 20170

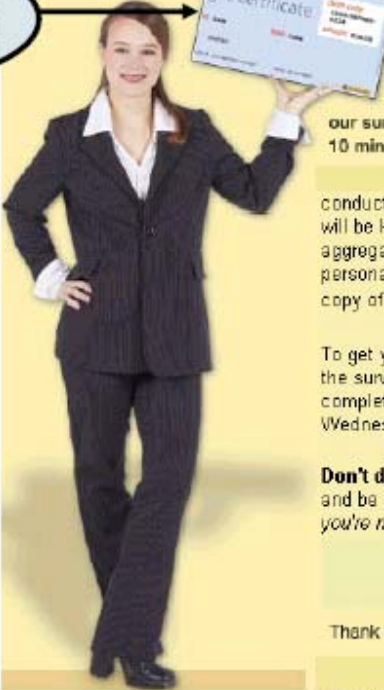
If you do not wish to receive future solicitations from xxxxxxx, click here:
[Mailto:info@aaaaaaa.com](mailto:info@aaaaaaa.com) and type "unsubscribe" in the subject line.

Same Invitation in HTML

Incentive

Spend 10 minutes on our online survey and get a \$10 Amazon.com online coupon to spend on yourself.

[CLICK HERE](#)



Because of your important role in the industry, we would like your opinion about some key IT issues regarding service level management – and we're willing to pay you for your opinion if you're among the first 100 people to take our survey. It's quick and simple and will take you less than 10 minutes to complete.

As an independent market research firm, we are conducting this important industry study and your responses will be kept strictly confidential. All information provided will be aggregated with many others so that information will not be personally identifiable, and you will be provided with your own copy of the results of this exclusive survey.

To get your Amazon.com online coupon, and your own copy of the survey results on service level management issues, just complete our online survey no later than midnight on Wednesday, October 22nd.

Don't delay - click on the link below now to fill out the survey and be among the first 100 qualified people to respond! *(Note: If you're not the right person, feel free to forward this e-mail.)*

[CLICK HERE](#)

Thank you in advance for your participation.

An Independent Research Company

Make It Easy to Take Survey

How to avoid the third deadly sin



When to send?

- Avoid Mondays and Fridays for businesses
- Plan on Mondays and Fridays for consumers
- Avoid days approaching or just after holidays
- Mid-morning to mid-afternoon are best times for businesses
- Consumers respond better to late afternoon and evening broadcasts



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→ The Fourth Deadly Sin

The fourth deadly sin

Monty Python disease

- ▶ Spam Spam Spam Spam Spam Spam Spam Spam Spam Spam Spam Spam Spam Spam...
- Using non-permission based lists
- Buying lists without knowing the source
- Not complying with the CAN-SPAM Act



How to avoid the fourth deadly sin



CAN-SPAM Act:

- E-mail must contain physical street address of sender
- "Subject" line must be accurate
- "From" line must have name of company or representative sending the message
- You must have opt-out/unsubscribe link
- You must maintain a suppression list

→ The Fifth Deadly Sin

The fifth deadly sin

Data worship

- ▶ Data, data, everywhere...
- Expectation that more data will reveal “the answer”



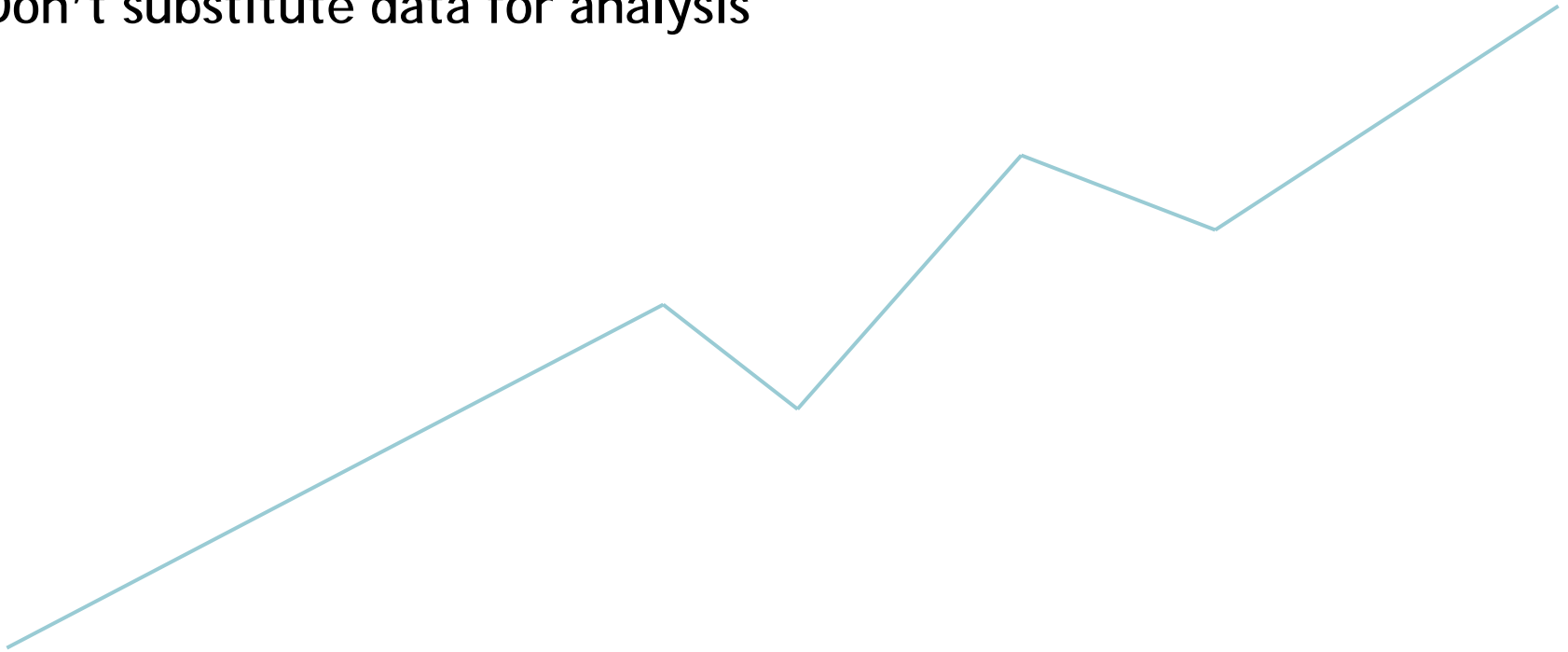
How to avoid the fifth deadly sin



Think about the survey design before building

Opt for quality over quantity

Don't substitute data for analysis





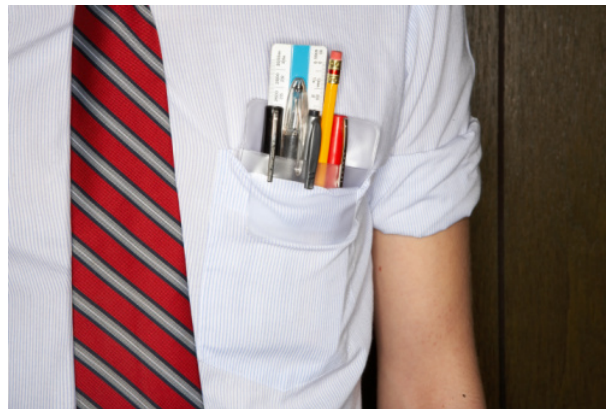
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→ The Sixth Deadly Sin

The sixth deadly sin

All substance - No style

- ▶ Also known as “Substance abuse” and “The triumph of substance over style”
- Data presentation follows order of survey questions
- Data not presented in compelling fashion
- Reports that no one reads



How to avoid the sixth deadly sin

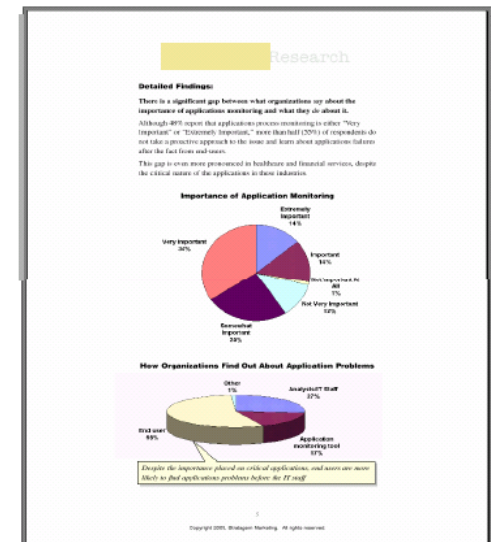
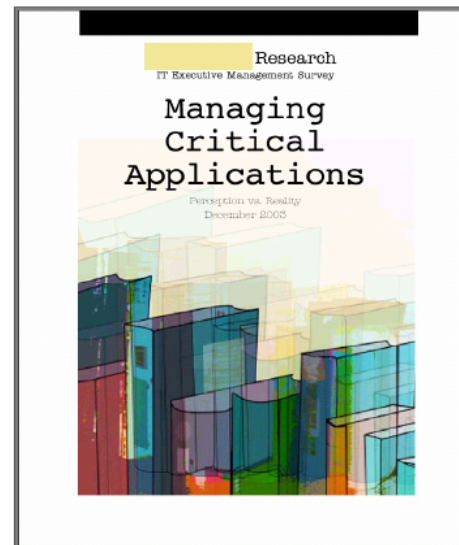


Make it readable and compelling

Use the data to tell a story

Write in the present tense

Make the data dynamic



→ The Seventh Deadly Sin

The seventh deadly sin

Mr. Magoo syndrome

- ▶ Data myopia
- Data used for one purpose
- Don't see the value in re-purposing data
- Underestimate the value of information



Hot to avoid the seventh deadly sin



Repeat surveys to get “year over year” comparisons

Share data with your customers and prospects, press & analysts

Use research to attract prospective customers

Repurpose data wherever possible

Share data with those who provided it to you

Conduct ongoing “pulse checks” to see how you’ve moved the needle and report on it

The screenshot shows an email invitation from Oblicore. The header features the Oblicore logo and the title "Innovative Approaches to Service Level Management". Below this, it states "Live web-based seminar Friday, April 4th at 11:30 AM EST" and includes a photo of Rick Sturm. The main body of the email invites the recipient to join a 60-minute seminar with Rick Sturm and Yuval Berger, listing key topics such as IT service delivery issues and implementation pitfalls. On the right side of the email, there is a section for an AFCom/Data Center Institute briefing on August 7th, including registration details, time (8:30 a.m. - 10:30 a.m.), and location (Marriott Worldgate). A "Click here" button is provided for registration. At the bottom right, there is a small image of a report and a note about receiving a personal copy of the "Enterprise Data Center Trends" report.

The Seven Deadly Survey Sins



1. Interrogating instead of asking
2. Colombo syndrome
3. "Field of Dreams" fallacy
4. Monty Python disease
5. Data worship
6. All substance - No style
7. Mr. Magoo syndrome



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