

# SensorPro Online Survey Guidelines



[www.sensorpro.net](http://www.sensorpro.net)

### 1: Think about the Questions to be asked and the Results desired.

Ensure that before you start to build the survey you have finalized the following:

- text of the questions
- question types eg radio, Likert, free text (there are 15 different types in Sensorpro)
- order of the questions.
- Color schemes/fonts/logos/graphics that will be used in the survey

Prototype the survey structure over a few pages and agree that this is how you would like to continue building the survey. The language and terminology you use is also important. Consider the following:

- (a) "Thinking about the last time you used <Product> which of the following best describes your experience with <Product>"
- (b) "What do you think of <Product>"

Studies have shown that in (a) above the survey taker is actually more likely to reflect upon the experience longer than (b) where a knee-jerk answer may be given. Also if translating the survey into multiple languages ensure that the the culture is respected since a direct translation will not always be appropriate.

Consider whether your question is **open-ended** or **closed**. Different results are achieved by either. An open-ended question is designed to encourage a full, meaningful answer. Closed questions encourage a short or single-word answer. TIP: Use open-ended for free-text "Tell us what you think" questions and closed for data questions "Which color do you prefer"

### 2: Short surveys are best.

The more questions you have, the larger the number of incomplete surveys. Keep the number of questions on a page under 10. Large numbers of questions can deter people from finishing the survey. Sensorpro tracks incomplete surveys and you can still extract data from them but obviously, the more complete, the better.

If it is possible to group the data into discrete groups then consider creating separate surveys, then you can link the taker to different surveys depending on how they answer a question, reducing the complexity of any particular survey.

**TIP:** Using Question branching or Page branching can reduce survey size.

### 3: Use multiple columns if a large list is presented

Take the following question:

**Which color do you prefer?**

- Red
- Green
- Orange
- Purple
- Maroon
- Lemon

By specifying columns=2 in Sensorpro this can be presented better as:

**Which color do you prefer?**

- |                              |                              |
|------------------------------|------------------------------|
| <input type="radio"/> Red    | <input type="radio"/> Green  |
| <input type="radio"/> Orange | <input type="radio"/> Purple |
| <input type="radio"/> Maroon | <input type="radio"/> Lemon  |

**TIP:** You can specify odd/even colors on the Question edit page to improve readability on long lists.

### 4: Be clever when creating survey questions

Consider the following 3 questions:

**What do you think of Product X?**

- Poor
- Fair
- Good
- Excellent

**What do you think of Product Y?**

- Poor
- Fair
- Good
- Excellent

**What do you think of Product Z?**

- Poor
- Fair
- Good
- Excellent

It is more effective –and more likely to get answered- to combine these questions into a single Likert Text Question:

**Please rate the following products:**

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>Product X</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Product Y</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Product Z</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### **5: Use Dropdown Questions where long lists are required**

If you have a long list of answers, and you are asking the survey taker to select one, a radio question can take up a lot of space. Consider using a drop down question in this case to make better use of screen space.

### **6: Progress Bar**

Use a progress bar for multi-page surveys to indicate % complete **or** use a page heading which indicates how far into the survey the user is, e.g. page 1 of 5 etc. This can be set at the page header in Sensorpro.

### **7: Ensure questions have a data value.**

Avoid questions like "this is not applicable to me" as these have no data value. Use branching where applicable to show the survey taker questions that are relevant to them (and hide questions that are not relevant).

If possible, send out the survey to a small sample, you can then analyze the drop out rate. It may be possible to re-structure the survey to take advantage of this information.

### **8: Use images only when needed.**

When using images in surveys, use them sparingly. Too many images can clutter the survey and also hinder the load time of the survey page. Maybe just include your company branding in the survey using a header. Smart use of color can enhance the experience for the end taker. This can be set in the Sensorpro content editor.

### **9: Invite email**

Think carefully about the wording of your email invitation. Your email to a potential respondent has to feel like a personal invitation. Keep it short. Explain what the survey is about and approximately how long it will take to answer. Sensorpro customers experience very high complete rates when good segmenting is used. Industry average is under 10% but good email segmentation has generated 25-60% complete rates for Sensorpro customers.

### **10: Entice people to finish the survey**

Enter them into a prize draw, or reward them with a coupon or a product sample. Offering to share the results of the survey will create a better engagement and provide an opportunity to capture more demographics eg email address, gender etc

### **11: Make your first survey page simple**

Let people take the survey! Once people have decided to take your survey, they will want to get started. Studies show most people don't read extensive instructions.

### **12: Send reminder emails**

Some people will not take your survey right away. You will get increased responses, however, if you send follow-up email reminders with the survey link included. It is best not to send more than two reminder emails. Be sure to filter out email addresses of (a) people who have already answered the survey, and (b) people who do not wish to be contacted again.

### **13: Keep survey taker focused**

Avoid survey content that might entice the taker away from finishing your survey. If they leave to check out a link there is an increased chance they will not return to finish the survey. If possible leave this to the finish or "thank you" page. If you must include a link (for example, competition rules) then make sure that you specify "target=\_blank" in the href link so that a new window is opened in the browser.

### **14: Capture demographics**

The survey is an excellent opportunity to gather the preferences of your customers especially when integrated with an email marketing system. The results can be used in later surveys or newsletters and studies have shown that open rates and survey completes are higher when the communication is more relevant, targeted and focused on customer preference. Use Sensorpro Forms for email validation, name, address capture etc. Make sure that the appropriate legislation is complied with.

### **15: Personalise the survey.**

Like good email practice it can pay to personalise the survey. You can pass data to Sensorpro in the URL eg email address, name etc.

### **16: Think about the results**

It is important to think about the results that you wish to get from the survey. Is it just statistical data or are you building data for a marketing campaign? This drives the kind of data you need to capture. When looking at the questions make sure that you have captured the data you need. Note you can also pass data to the survey that can be captured and analysed in the metrics. When testing, look at the online metrics in Sensorpro to ensure that the data is captured as you wanted and that the graphs and pie charts are also meaningful. If exporting to excel or SPSS, run a test to ensure the data is as you expect.

### **17: Make surveys interactive**

Use hide and show/page branching/survey branching to limit the number of questions a user is presented with. For example if you have two sections in your survey - one about customer service you received at your local car show room (most important questions in survey) and one section about what type of car you have; you can present the customer service section first, and then represent the car section as one question.

- Do you have a car?

If the user chooses yes then you can do one of the following:

- Dynamically show the car questions
- Set the next button to go to another page with just the car questions on it
- Go to a new survey which is entered around they type of car that person owns.

### **18: Test the survey**

Go through at least 3 test cycles. If survey is multi-language and multi-country make sure you get people from those areas to help you. If integrated with an email campaign, send to a small segment first then fine tune based on feedback. eg "Couldn't answer Q7 because...". Sensorpro allows you to clear the data back before each cycle and finally before you go live.

### **19: Your brand investment**

If you or your client have an investment your Brand it is easy to replicate that in the survey using the style option and use of templates in Sensorpro. If the survey has a completely different look and feel to your brand the survey taker may not be as forthcoming. It is well established that brand loyalty and providing feedback on that brand are tightly linked. The Sensorpro content editor allows you to reflect your corporate style guidelines. You can also create a template survey so that subsequent surveys always reflect your brand.

### **20: Say Thank you.**

Always thank the survey taker for taking the time to complete the survey and that their feedback is valuable. Sensorpro has a special "Finish Page" that can be customised with the content editor.

Visit [www.sensorpro.net](http://www.sensorpro.net) or call +353 61 234500 for real-world case studies and practical advice. Ask for Dave!