WorldAPP
Integrated Data Engineering Applications

SURVEY PROJECT MANAGEMENT

From Survey Services to Complete Programs

WorldAPP's Professional Services Team can assist you from start to finish to ensure you collect and use quality data.

Our professional researchers are available to consult on any research project, from questionnaire design through to creating professional reports. Some clients are new to research and would like to make sure their research designs and questionnaires meet their business needs. Others might simply want to periodically run their questionnaires by an expert as part of continuous improvement.

In some instances clients might need to outsource an entire project. Time or resource issue might sometimes place pressure on organisations' ability to conduct quality research and WorldAPP's research team can be contracted to manage fieldwork, analyse data and create PowerPoint or Word reports.

For many companies Employee surveys are sensitive projects and they prefer to use an external consultant to collect and analyse data to help ensure employee anonymity.

If you are interested in finding out more about the services we offer, a few examples of research projects that you could use our Professional Services Team for are provided below.

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Example of a Brand Perception Survey

Aim of the research

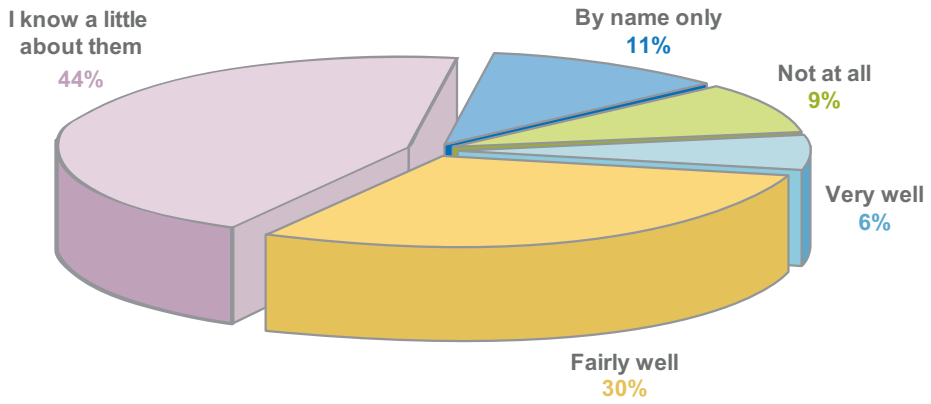
A brand perception studies aim to help companies understand their image in the marketplace. Some companies have an active strategy to position themselves in some way in the minds of customers and a brand perception study is a useful benchmarking tool to track the success of marketing communication efforts in changing or enhance this image.

Whether you are actively managing your brand, or just want to gain a snapshot of how customers perceive your company, a brand perception study can help both in strategic planning and marketing strategy.

Example Results

Around 4 in 10 respondents from the Company database feel that they know the company very or fairly well.

Q. How well do you know Company?



Create 3 groups for further comparisons

- Fairly/very well (36%)
- A little (44%)
- Only by name (11%)

Base: All respondents, n = 3966

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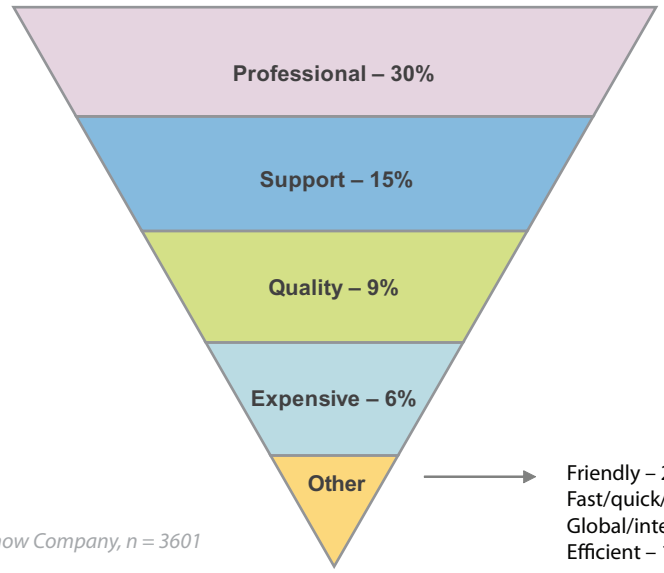
Professional, Support and Quality were the words most often associated with the Company.

Q. Which word/s first comes to mind when you think of the Company? (Spontaneous mention)

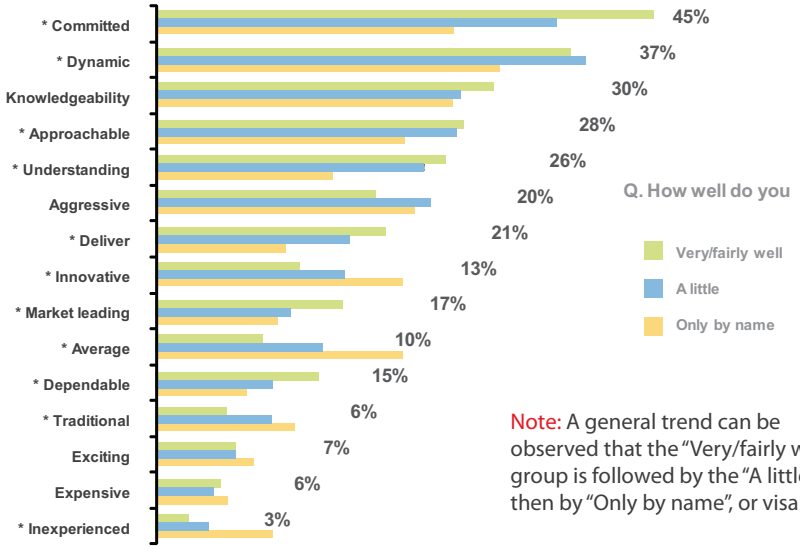


Friendly – 2%
Fast/quick/speed – 2%
Global/international – 2%
Efficient – 1%

Base: all those who know Company, n = 3601

Those who know the Company better are more likely to use positive words to describe the company. Negative words, such as traditional, are used most often by those who know the Company less often.

Q. Which three of the words below do you feel best describes Company?



Note: A general trend can be observed that the "Very/fairly well" group is followed by the "A little" and then by "Only by name", or visa versa.

Base: all those who know Company, n = 3601

** Statistically significantly difference*

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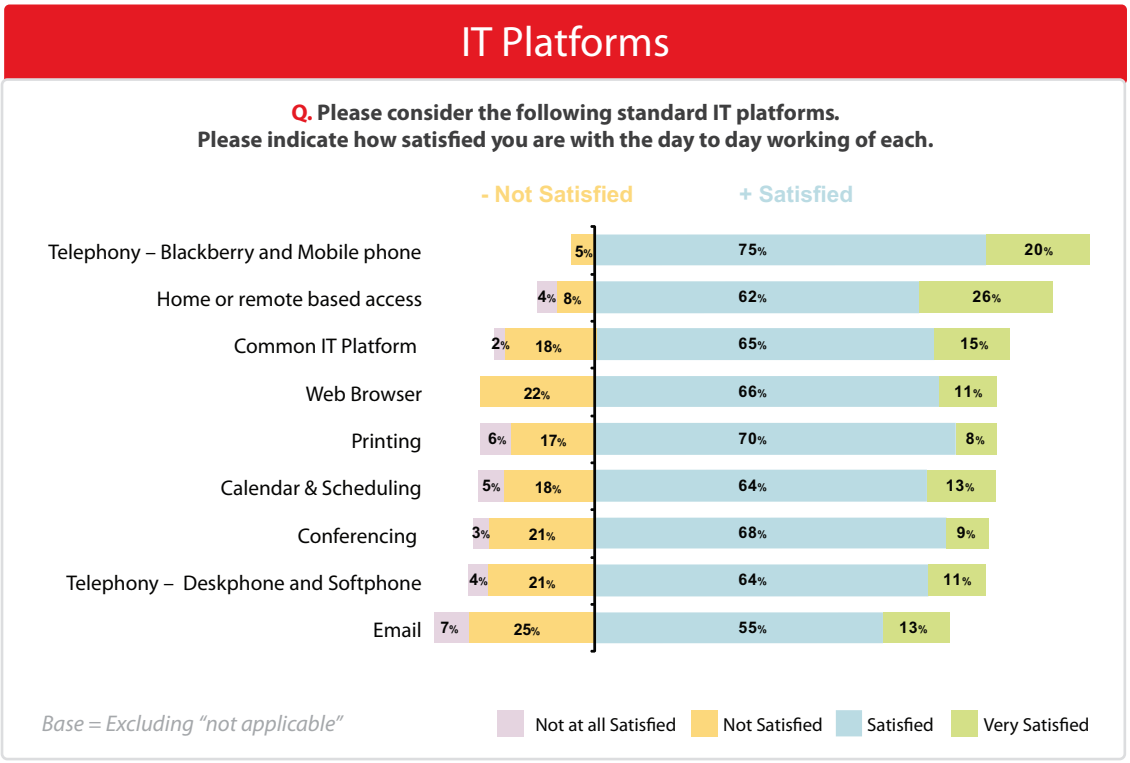
Example of an IT Satisfaction Survey

Aim of the research

The aim of the research is to measure satisfaction with IT services. The survey can be sent to employees using the IT service desk/It department for assistance or to external customers if applicable. Results can be used for setting KPI's in the IT department, understanding employee requirements and improving services.

Example Results



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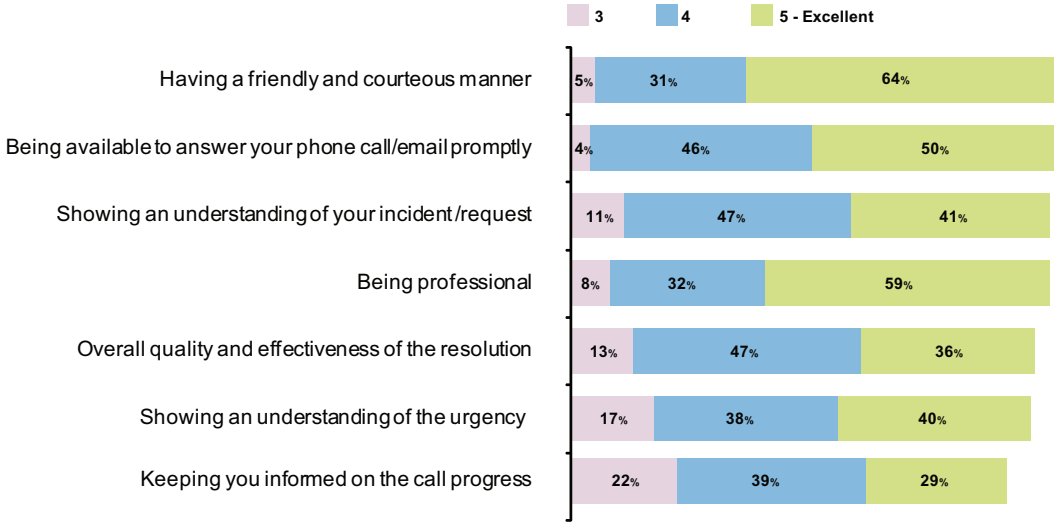
Service Desk Satisfaction

Q. Please rate the performance of the IT Service Desk on each of the ollowing attributes [1 = Poor, 2, 3 ,4, 5 – Excellent].



Base = Excluding "not applicable"

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Example of a Customer Satisfaction Survey

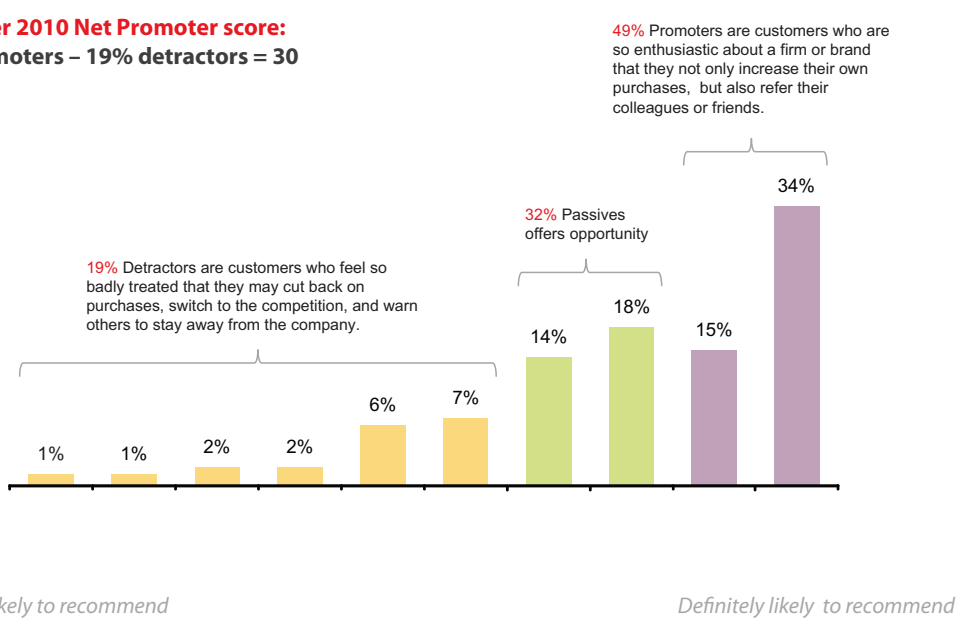
Aim of the research

The value of satisfied customers has been well documented. Customer Satisfaction Research helps the organisation determine how satisfied customers are and how to prioritise improvements that will result in increased customer satisfaction.

Example Results

Net Promoter Score

November 2010 Net Promoter score:
49% Promoters – 19% detractors = 30



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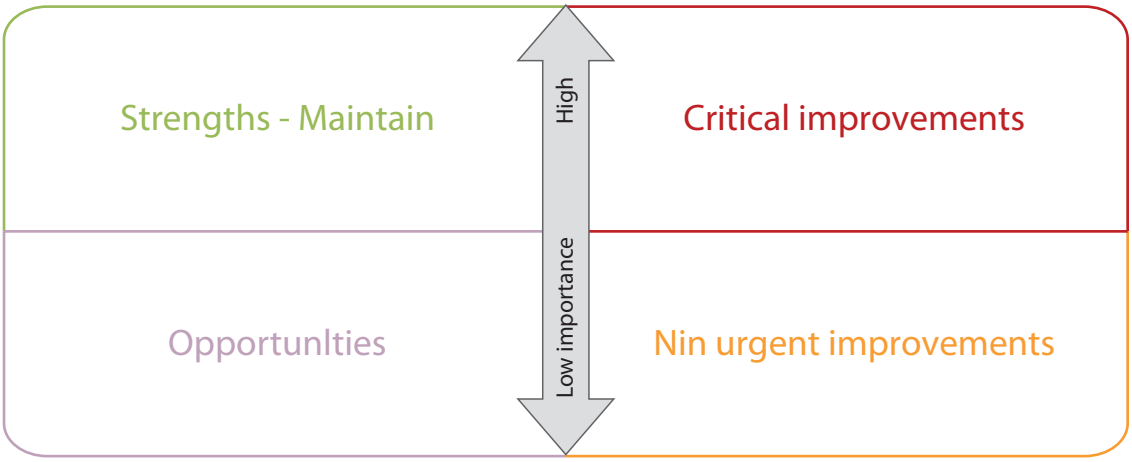
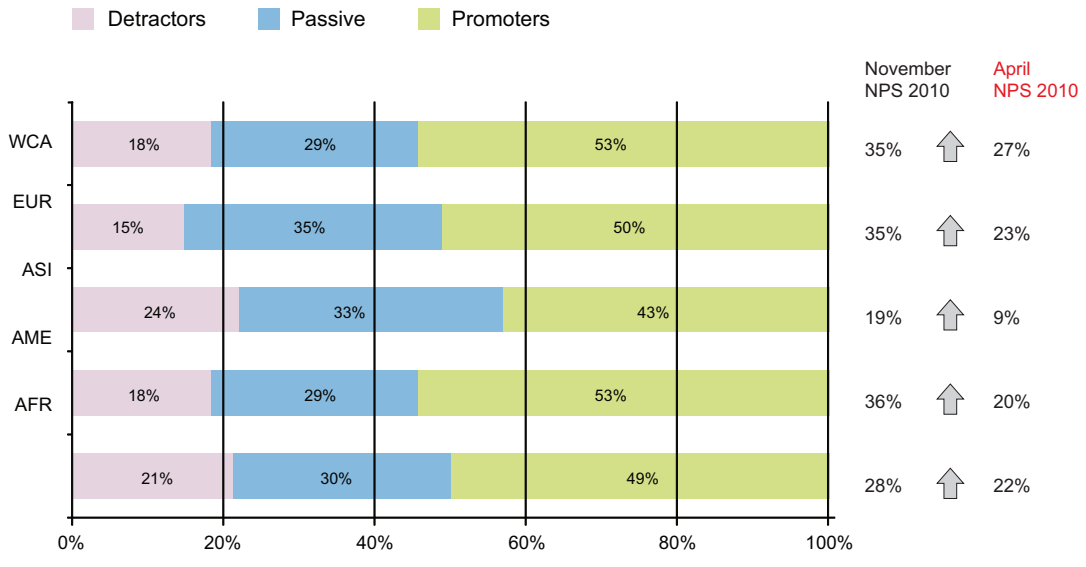
Explanation of Critical Improvement Matics

Regression analysis is used to classify each question as either being of High or Low importance [note that regression analysis scores are not provided in this report but all items with significance values at the 90% level are considered significant. These are highlighted on the next slide.

The average score out of 10 for each question is then compared to the overall average across all questions to indicate performance. If the average for a question in lower than the overall average, it is classified as low performance and visa versa.



By Regional Classification



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