

xoxoday

The Complete Guide To Increasing **Quality** And **Quantity** Of **Survey Responses**

Learn how to get more responses while
maintaining your survey quality

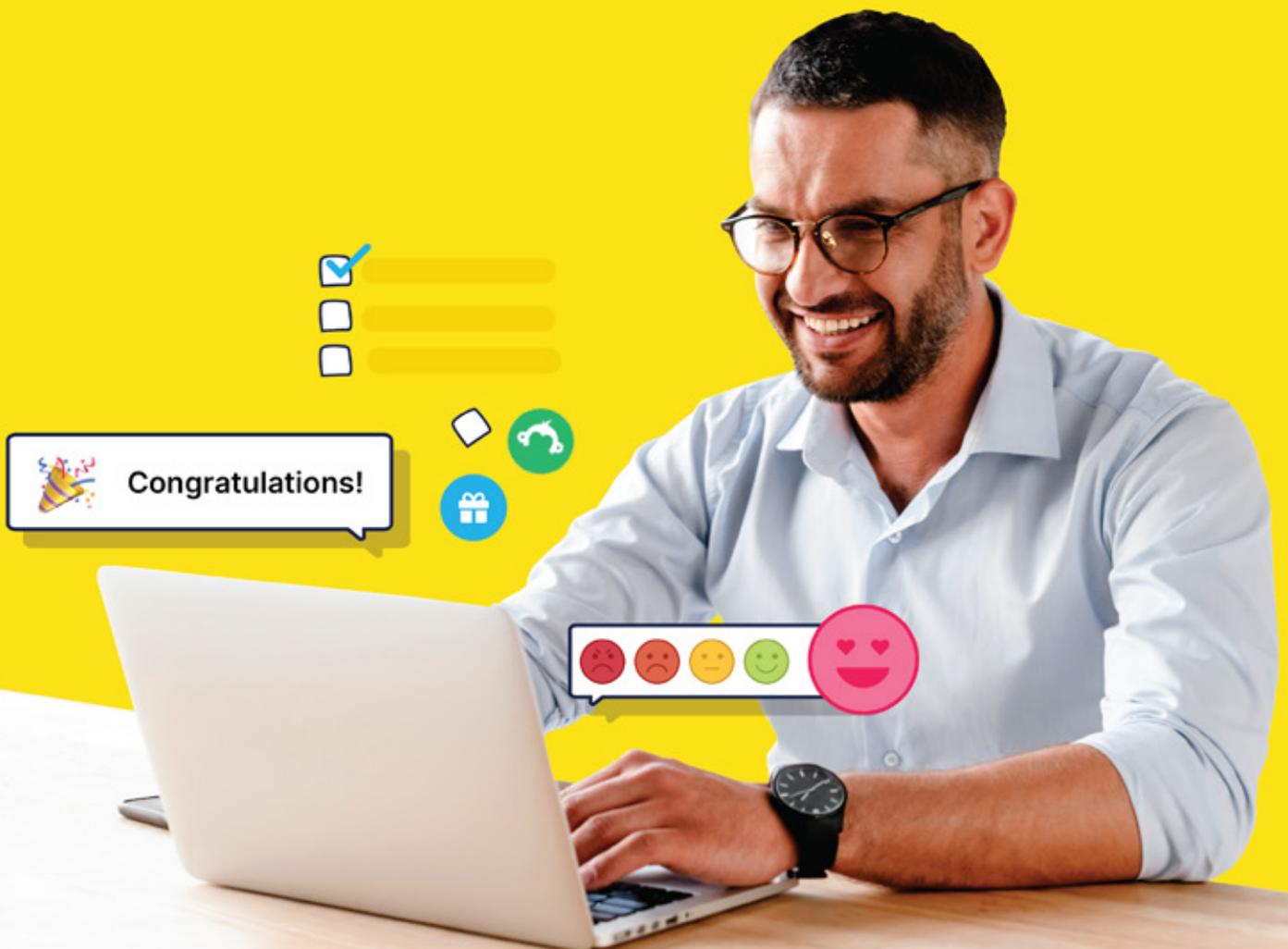


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01

Introduction

When asked by a journalist whether he was worried about his formidable rival Evander Holyfield's game plan before their upcoming fight, former boxing heavy-weight champion Mike Tyson famously replied, "Everybody has a plan until they get punched in the mouth."

In the world of business, user feedback and consumer review are that punch. No matter how comprehensive your strategy or fool-proof your product looks in the boardroom presentation, the litmus test arrives when you run into your customer at some point in your campaign.

No, you can't avoid or ignore it. You shouldn't. Therefore, what great teams do is ensure that the punch is a gentle and sweet one; Indeed, the best ones convert it into a pack on the back instead of letting it knock them out cold.

Here's the thing, though. Customers aren't too enthusiastic about surveys, as a rule.

While lack of enthusiasm is a key reason you probably aren't getting the kind of result you would ideally like from your survey, there are many reasons why the recipient of the poll you are planning to mail may not warm up to the idea.

"Infringement on private time" or **"lack of a motivating incentive"** may be two of the most common and obvious reasons but are by no means the only ones. Let's take a look at some of the reasons a survey questionnaire, prepared by a team that's all fired up, may end up finding a very indifferent soul at the other end.

TAKE A TWO MINUTE SURVEY

We appreciate your feedback. 🌟



02

Reasons Why People Ignore Surveys

There are several reasons why your audience may ignore surveys. In an attention-hungry world, you have to play several things right if you wish to get a high response rate.





Time

We are leading increasingly busy lives, and people simply don't have the time to cram another activity - no matter how short or quick - into their routine. It is also psychological as surveys consume the mental bandwidth of the respondent.

Surveys that are long and ask too many questions have even less chance of cutting it.



Effort

Complicated surveys assume respondents are familiar with esoteric jargon and expect participants to solve challenging questions. These generally tend to turn off respondents.

'User Unfriendly' surveys having poor UX, making navigating the steps a 'pain' also fall in this category.



Relevance

While it is possible, with sufficient incentive, to get people to participate in survey discussions that lie outside their domain(s) of interest, it wouldn't necessarily improve the quality of your responses.

For example, asking a pastry chef to compare various categories of aircraft fuel or a primary school teacher to comment on emerging technologies in deep-sea exploration will be stretching your luck and their patience.

People want their opinions to be helpful, and when they realize they can't do that, they tune out real quick.

Even if your topic is aligned with their walk of life, you must make the extra effort to make sure your questions are intelligent, inoffensive, and don't cross protocols, causes, and compliances.



Fatigue

Yes, 'survey fatigue' is a real thing. Every day, millions of brands and companies bombard their customers with messages and strive for their attention.

So unless your survey breaks the clutter and gives them a compelling reason to answer them, it will land directly in your potential buyer's blind spot before



Transparency

Nobody relishes being 'gamed.' People know that some companies can be notorious for taking advantage of their ignorance and making them a pawn in their 'grand scheme of things.'

And we are not even talking about privacy issues, hackers, fraudsters, and spammy links that seem omnipresent today.

So your recipient may be forgiven for looking at that cold email, demanding their time, with suspicion.

It's your job to put them at ease by being upfront about who you are, why you have specifically chosen them for this exercise, and the goals you want to achieve with your survey.



Interest

Leaving out the 'sufficient incentive' factor (which can balance out any equation) and assuming the survey is relevant to the recipient's expertise or interest area, you can still hit a wall if the message doesn't engage them.

This point is essentially a communication aspect, and you have to try various art (creative design), tech (conversational bots), and narrative (voice and copy) devices to grab the respondent's attention.



Timing

Just like your social media posts, your surveys, too, must follow the clock. For best open and participation rates, send it when your target audience is most active online.

Use analytics to figure out online behavior, cultural traits, and work-life patterns to fine-tune your time strategy.



Motivation

Lack of motivation is the bigger ice-breaker. Even if you have ticked all the above boxes, a response may elude you.

The allure of an incentive. The promise of a reward is the one irrefutable answer to the question: “So what’s in it for me?”

If you want them to scratch your back, you must scratch theirs first—tit for tat.

Or, as Hannibal Lector famously quipped in the movie ‘The Silence of the Lambs’..



03

Best Practices To Conduct Surveys

The difference between a survey **done right**, and one **gone wrong**, can be substantial. Feedback, if not measured, can lead to costly decisions such as employee churn and even business closure.



Does the design of a survey affect your willingness to complete it? For instance, is it working on a mobile screen, short in length, using exciting visuals?



Survey at Telecom Giant

You have the famous survey at GTE (the most prominent independent telephone company in the United States), for instance, which in the mid-1990s accurately deciphered that performance in billing operations was closely linked to managers' leadership style.

Acting upon the insight, it trained managers to 'adjust' their behavior, **improving overall billing accuracy by 22% - and by another 24% the year after**—an excellent example of a survey that delivered what it set out to do.



Worker Strike Gone Wrong

On the other hand, you have the case of United Parcel Service, which, in 1997, run into a worker strike barely months after scoring impressively on its workplace morale survey. As it turned out, the survey had failed to detect grievances against the rising culture of part-time jobs within the company. The strike proved costly for the organization.

Take the “No!” out of “No, Thanks!”

Studies have shown that scheduled pre-paid incentives are the most effective in increasing response rates. (Promised incentives, by contrast, have been found to have no effect on response rates)

Ensure that your gifts are tailored to your audience. A survey for life-saving drugs, which has doctors and practitioners as the target audience, should have a bigger bounty (incentive cap) than a survey for a brand of candy.

Follow the five thumb rules for rewarding survey participation.



Desirability

Ensure your incentives and rewards are trending and desirable and feature on top of your survey participants' wish lists.



Customization

Match the incentive to the spirit and magnitude of the occasion and the personality and background of the receiver.



Speed

Cut out delays and confirm user participation in polls and surveys instantly - by sharing incentivizes on the spot.



Convenience

Use tech with rewards to smoothen the reward redemption and end-user experience.



Choice

Give your survey or poll respondents the freedom to choose. Plum offers a comprehensive 'global catalog' covering 100+ countries.

Elements of Good Survey Design



1. Make Them Feel Special

Start by communicating to the respondent that you genuinely appreciate their taking the time and making an effort to participate in your survey. Pad up that thought by adding how valuable their views are for the success of your project.

After careful selection and consideration, if you have chosen them, play up the angle by stressing that they are part of an exclusive and hand-picked group to which this survey is going out.

And do express your gratitude - a short message after every three questions can be very effective, followed by a more in-depth one at the end of the survey.

2. Narrow Your Goals

Narrow your focus to the exact goal/s you are trying to achieve. Limit the critical goals to as few as possible.

This way, not only will you be able to probe deeper into each area (and take up less of your respondent's time), you will also end up with more 'meaningful data' that is easier to manage.

3. Watch Out For Sampling Errors

Ensure your 'Focus Group' selection is correct and unbiased. If you want to survey kids' eating habits, don't shoot your mail to singles. If you want feedback on your new meat grill, don't share the survey with vegans. You get the idea.

Sub-groups within the population, for example, may 'tamper' the findings and make the result 'ungeneralizable' since it includes the opinion of people who are not part of your 'focus group.'

To ensure that your questionnaire reaches suitable and relevant people for your study, send it to smaller clusters across different geographies.

The other 'solution' is to over-sample to cover as much of the right demographic as possible. However, sampling errors are a stubborn problem in 'survey country,' and while you can minimize it, you may not be able to eliminate it.



4. Stay Balanced And Avoid The Squeaky Wheel Syndrome

'Squeaky Wheel Syndrome' refers to the practice of giving more importance to questions that are in the front-burner or top-of-mind.

However, doing so may make your survey lopsided or skewed. Have a fair balance of questions covering all relevant angles and perspectives so that the results are unbiased and valuable

5. Don't Get Too Personal

Don't get too personal with your questions. Demographic details like age, sex, location, and others will already be there with you, so questions around these will only make your survey sound unprofessional.

Probing into personal and professional details may make your database more granular but may tick the user off. It's best to treat the middle ground with only as much information as you practically need.



6. Keep it simple and logical.

Design your questions in such a way that the respondent:



Can answer the questions in any order or way - unless there is a good reason behind the sequence you have designed.



Has the liberty to skip a question and move on to the next.



Isn't rushed to complete the questionnaire within a fixed timeline (or, worse, a ticking clock).



Doesn't have to 'find the hidden question in the picture' - you are not designing a game for kids.



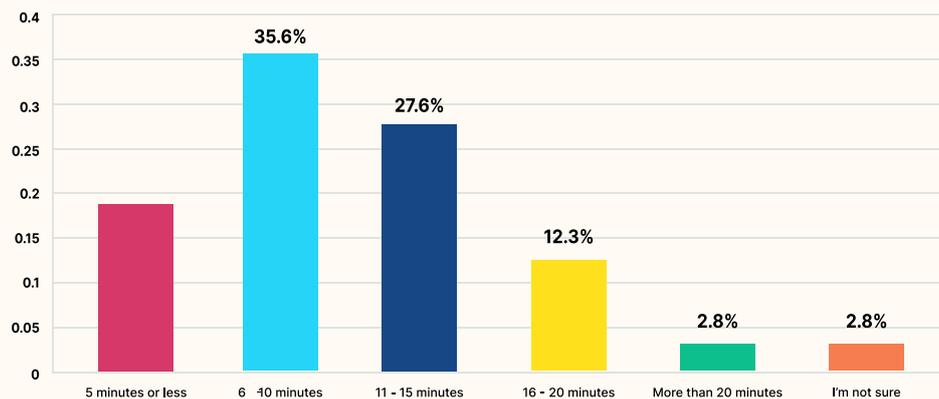
Isn't forced to open a dictionary every 6th word: Ensure the survey isn't stuffed with fancy words or complicated terms or industry/trade jargon.



Don't create compound or layered questions (using triggers like 'and,' 'or,' 'not,' 'nevertheless,' 'however,' 'then' etc., which effectively packs two or three questions in one). Keep the tone clear, unoffensive, and convincing.



Thinking just about surveys or polls now, what do you consider to be the ideal length for you to participate in one?



7. Keep It Short And Sweet

The best surveys are thought-provoking, not time-consuming. They also respect the respondent's time. Keep visual elements to a minimum to avoid clutter, engage them in a voice that's warm and friendly, and resist the temptation to cram everything.

See if you can trim down strategy level / long-term questions (save them for another survey) and go for tactical level probes to action over the next six months.

8. Assuming Subject Familiarity Is A Bad Idea

Don't assume your respondent has advanced or expert knowledge of the subject. If you are surveying professionals, you still have to factor in reasonable limits of familiarity (remember, if they skip the question, it's your loss, not theirs).

Provide an easy way for them to access information if they need more clarity on a question. (you can provide sidenotes, footer notes, or Google links)

9. Skirt 'Leading' Or 'Prompting' Questions

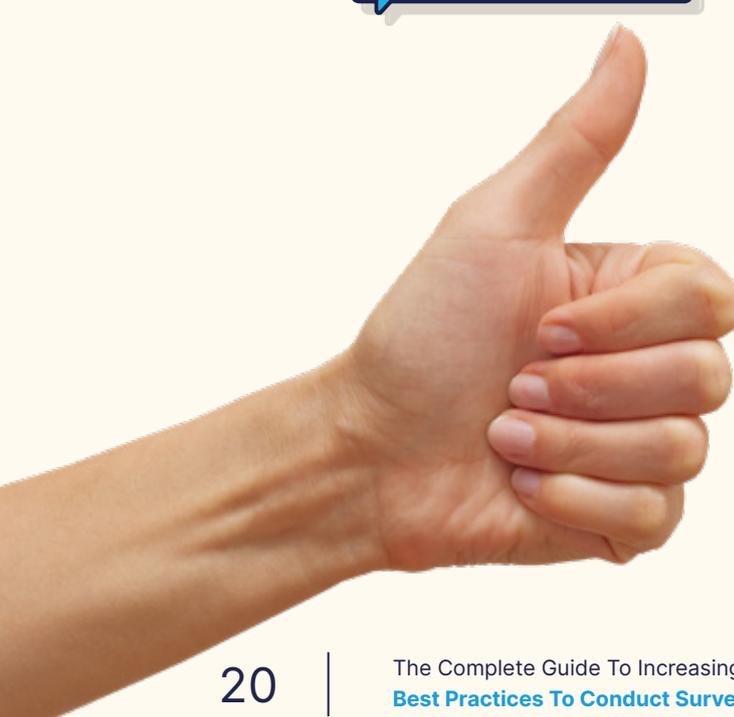
“We have recently launched a world class product that boosts productivity, helps save time and cost and has garnered a 95% rating on Amazon - if you have used it, we would like to know what you think” is a leading question.

A leading question contains in-built information which - without intending to - biases the response. Taking objectivity out of the equation robs you of what could have been a genuine insight.

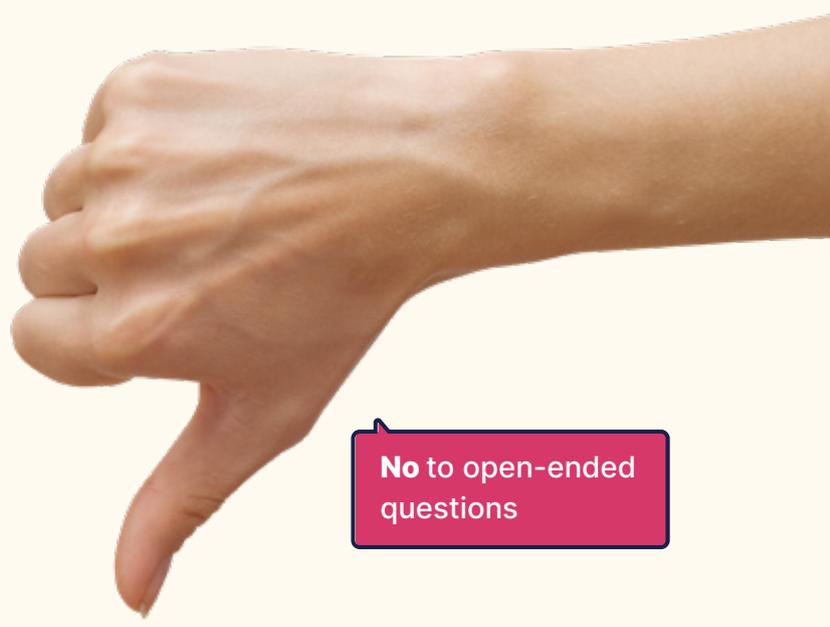
10. Limit The Number Of 'Open-ended' Questions

An open-ended question cannot be answered in a Yes or a No. They demand a descriptive answer which makes the respondent think and share their feelings and opinions. Open-ended questions are an essential part of qualitative market research because they provide unique insight and value, something you probably couldn't have targeted in a yes-no format.

However, having too many open-ended questions can mean ending up with reams of text to decipher (especially if it's an extensive survey), so limit them to 2 or 3, and plan their theme and wording carefully to cover all the angles you need.



Yes to close-ended questions



No to open-ended questions

11. User Interval Questions

Most of us hate being tied down to a commitment. This is because most of the time, the truth lies somewhere in the grey zone between black and white.

A straightforward Yes-No or Agree-Disagree won't provide an accurate insight in such cases. Give your respondent broad leeways to play around, such as an Awesome > Good > Ok > Bad > Terrible, or a simple 1 to 5 grading.



12. Keep The Rating Framework Objective (And Consistent Throughout)

Ratings are potential pitfall zones for two reasons. They may display the 'letter' but hide the 'spirit' (intent) of the response. For example, a rating of 7 may denote an improvement from 6 or a climb-down from 8, but there's no way to tell which.

Cracking this isn't always easy since specific themes which are subjective are, by nature, not conducive to a clinically 'even' standardization. Try to remove grey areas and make the question as 'basic' as you can.



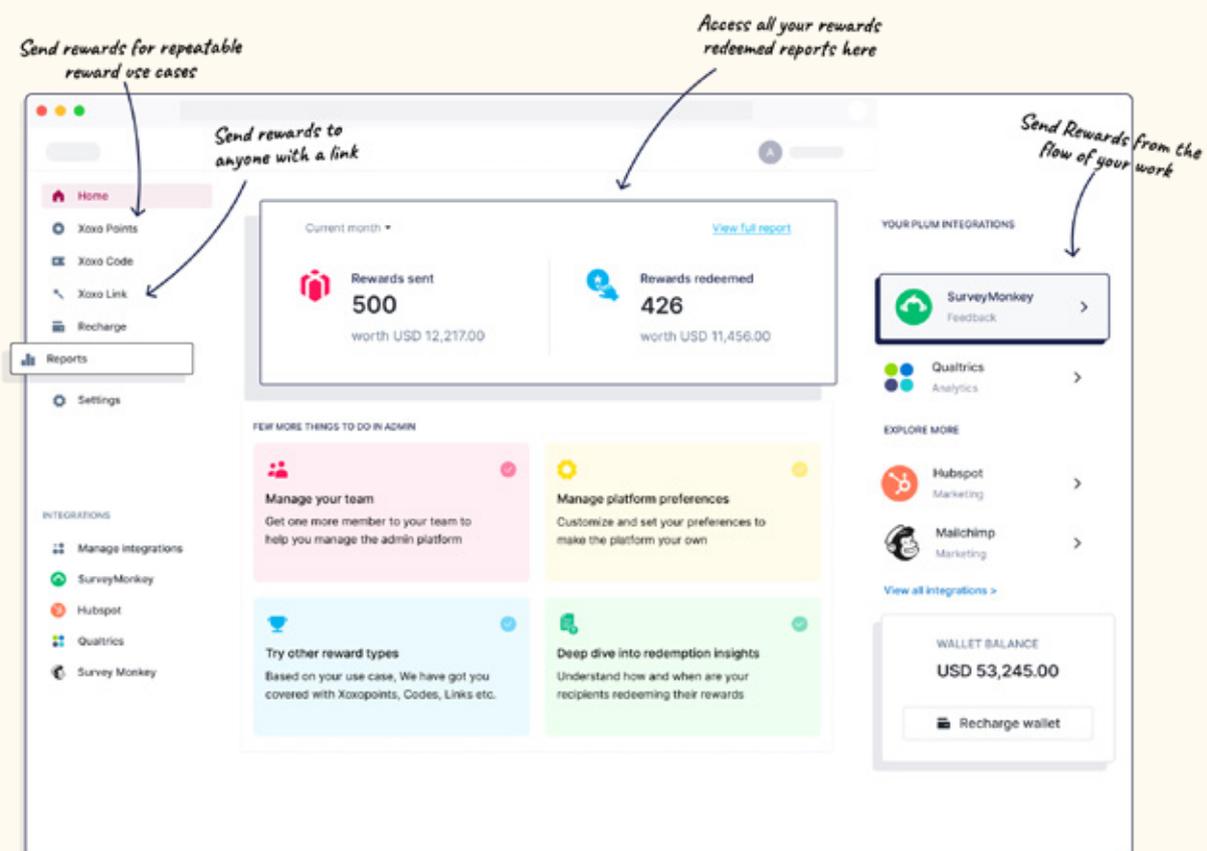
13. Be Wary Of Duplicate Results

If you offer an incentive or reward, people may try to fill up the same survey multiple items to increase their chances of winning (a lucky draw, for instance).

Address this pretty common syndrome by adding a protocol that forbids anyone from participating more than once.

14. Integrate Technology

SaaS companies like Xoxoday Plum, for instance, help you automate the entire process - from configurable & DIY tools to access control across hierarchies to the omnichannel presence (mobiles, for example, make it easy for participants to take the survey at their convenient time and place) to digital reports & actionable analytics.



15. Take Advantage Of "The Followup Question"

Your survey need not end with your survey. Asking follow-up questions helps you understand why a participant answered a survey in a certain way and unearth valuable insights you may have missed out on 'the first time around.

This is your opportunity to drill deeper into important angles and aspects, clarify unclear or inconsistent responses (either by way of details or context) and get more information on viewpoints you found intriguing (and find worth pursuing further).

General, open-ended questions on your product, room(s) for improvement, the recipients' persona (emotions, events, and visions that influence them) and, indeed, the survey itself: How well, or poorly, they thought it was organized.

16. Stay In Touch

Treat your survey more as a gateway to a long-lasting relationship rather than a one-off encounter. If you have promised them an update or a favor, for instance, keep your word.

If you have told them that their feedback means a lot to you, prove it by sharing details of the kind of impact it has had on your project or business.

Keep them 'in the loop' by sharing exciting tidbits on your journey (reminding them that their survey had a hand in shaping it) from time to time - thereby not only keeping your brand and product top of mind but nurturing bridges for the following survey.



04

Maximize 'Show Rate'
with Rewards

What Is A Show Rate?

Synonymously used with response rate, though the two may not always be the same, Show Rate is the percentage of attendance of participants or respondents in a survey, research program, or focus group.

According to Survey Monkey, the show rate is one of the biggest roadblocks for organizations implementing survey and feedback strategies.

To ensure a high Show Rate, you have to make participants genuinely WANT to be involved. Not just to show up, as it were, but give it their best – registering attendance both in ‘letter and spirit.’



Response rates vary widely for different types of surveys. Customer satisfaction surveys and market research surveys often have response rates in the 10% – 30% range. Employee surveys typically have a response rate of 25% – 60%. Regardless of the type of survey you are conducting, you can have a major effect on the number of respondents who complete your survey when an incentive is added.

— CustomInsight

A photograph of a diverse group of people sitting together, looking at their smartphones and tablets. The image is partially obscured by a large green curved shape at the top.

15%

Typical lift rate for responses when incentives are given Source.

70%

of people surveyed want cash, points, or gift card incentives.



Incentives can increase survey response rates dramatically. Our experience has shown that offering a worthwhile incentive can entice up to 50% of the people who would not normally complete the survey, to finish it and send it in. This applies to both paper and pencil surveys and ones that are presented on the Internet.

— John Towler, a Psychologist and Senior Partner of Creative Organizational Design

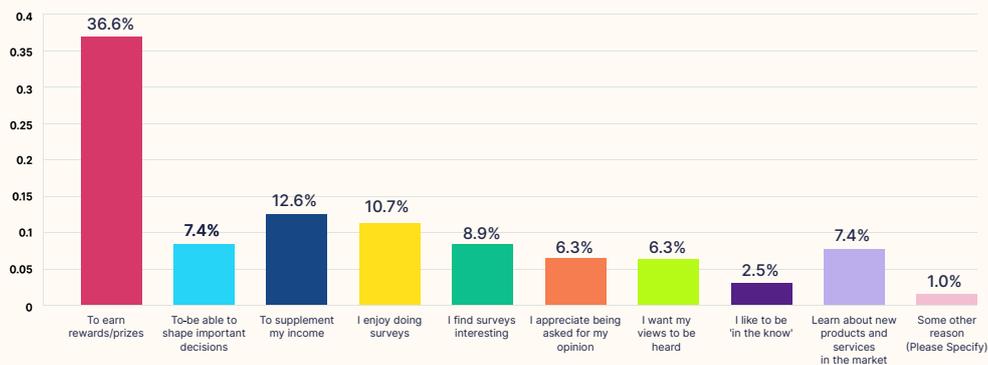
How do you crack this puzzle? The answer, as in most instances of life, is an irresistible motive.

In the words of Godfather Don Corleone, “An offer they can’t refuse.” In business parlance, that’s an incentive. According to findings at Stanford, the right incentive – which isn’t always monetary, by the way, and can equally arise from the perceived end-impact of the survey and a desire to play a role in change - can not only hike the likelihood of participation in polls and surveys. They can ensure that your panelists are genuinely engaged in the experience, stick around till the very end, and remember the experience fondly enough to participate spontaneously the next time you buzz them.

The impact of incentives, rewards, and recognition is well documented. After the dentist’s visit, the kid gets a lollipop, employees receive goodies for performing, and customers get panel incentives to share their experiences.



What is the main reason you participate in a research?



05

Manual Vs Automated System For Rewards

Are You Running Your Rewards Program Manually?

Not recommended in an age of increasing sophistication and expectation.



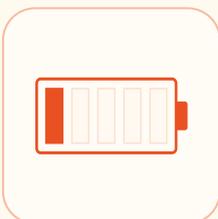
Under Optimized And Inaccurate Surveys

- Modern rewards programs can be multi-tiered, multi-spoked, and highly sophisticated and complex. Running them manually can not only be daunting but sometimes downright impossible.
- Those sticking to the manual format stubbornly in the current day run the risk of both. (A) incurring costly manual errors.(B) overlooking / deliberately skipping vital steps and sequences and adopting random, 'unprogrammed' tactics can lead to loss of insight and data.



Loss of Time

- For the same reasons described above, a manual system of organizing surveys can be highly time-intensive and eat away vital person-hours.

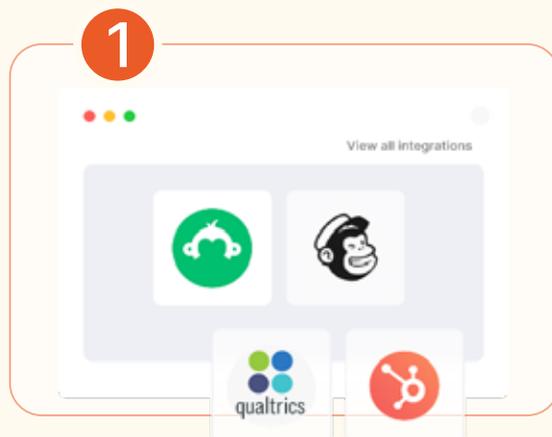


Drain On Manpower

- As a result of the above point, you will find yourself booking or blocking team members for the survey exercise, taking away vital resources from work.

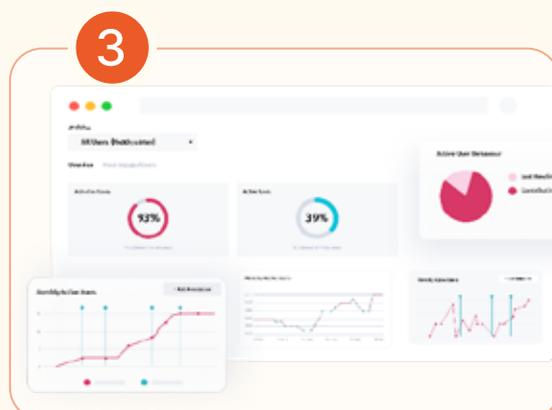
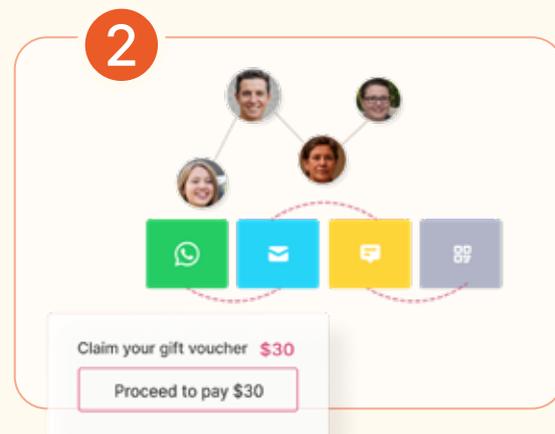
Automate Your Rewards Framework With Technology

The digital way to applaud survey participation opens up whole new horizons in speed, personalization, and efficiency for talent leaders. Xoxoday Plum is a case in point:



Plum is easy to implement, integrating effortlessly with your current technologies and systems like CRM, HRMS, PRM, Surveys, and more.

Apart from breezy customizability and deep personalization, Plum's omnichannel nature makes it compatible with any delivery medium your systems are comfortable with, such as On-Screen, SMS, Email, Whatsapp, QR Codes, Notifications, and several others.



Finally, Plum's data-rich reports and analytics bring you never-before visibility and insights into every aspect of your incentive ecosystem (usage patterns, spending patterns, ROI) so that you can keep optimizing and improving it.

Points or Sweepstakes :

Which kind of incentive is better?

Points which can be continually added up over multiple surveys and redeemed against rewards, or a one-time jumbo prize at the turnstiles, are amongst the two most common form of rewards. Which one works better, though? Here's a quick check of the Pros and Cons of both:

Points

This is the most dominantly used reward system in market researches. For every survey the respondents fill out, a certain amount of points get allocated to their account. This continues till they've racked up enough points to purchase from the given store.

- The power of how much one can earn vests in the researcher's hands, but panel members can make more rewards by winning more points.
- There's lots of flexibility here as points can be tweaked and changed any-time as per the urgency and value of the survey.
- The problem with most point-based programs lies in the redemption phase of the program. Most online storefronts don't offer the kind of value or variety for incentives and rewards. This is where technology can make a difference. For instance, Xoxoday Plum makes it easy to fully automate rewards by setting up logic to reward panel members after achieving a predetermined number of points. Thoughtfully, the platform's catalog is comprehensive enough to offer a wide range of choices for all kinds of respondents and occasions.

Sweepstakes

The Beauty Of Sweepstakes Is That They Are A Real Attention Grabber

- Sweepstakes make it easy to attract participants since the human psyche tends to gravitate towards the idea of a jumbo prize.
- The approach is inexpensive since there is only one reward.
- However, sweepstakes can run into legal issues in the areas of trust and expectation.

It's best to adopt a two-way approach, with a year-round program of points-based surveys punctuated by half-yearly or annual sweepstakes.



In a study conducted by e-Rewards Market Research, two random samples invited 4,000 people each to complete a survey based on either a sweepstake drawing of \$2,500 or \$2 in cash for each completed survey. It was a one-minute survey about books and music. Within seven days, there was a 19.3% response rate for the \$2 sample and 12.2% for the \$2500 sweepstakes sample. This was 10%-15% higher than the response rate without a survey incentive.

— **PeoplePulse**

Cash or Gifts?

There's no better way to engage humankind than by motivating and incentivizing it. The big question is, should you go for cash rewards or the non-monetary kind?

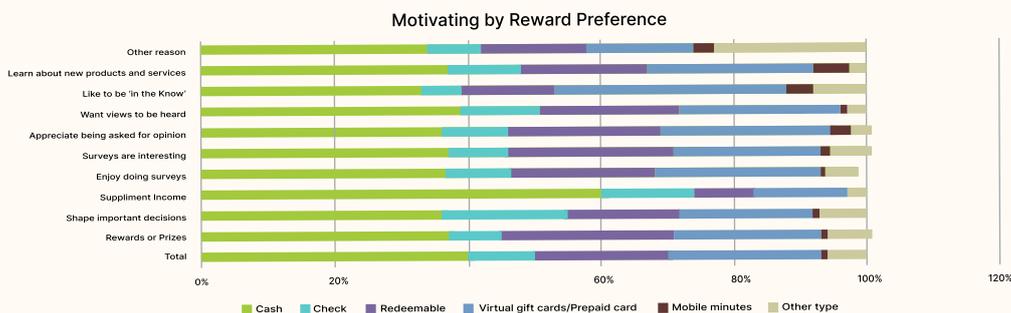
Research and empirical results on the subject confirm that non-monetary rewards feature higher than cash for certain groups of people, and the difference – as opposed to public perception – can be significant.

Indeed, scholars like Slater altogether dismiss the assumption - that everybody wants money –as propaganda. Trends, too, show that non-cash 'benefits' are cherished across age groups, particularly by Millennials and Gen-Z workers. So when the Mastercard ad on TV proclaims philosophically that there are some things money just can't buy, it isn't joking.



Cash is king, but Virtual Cards are the second most preferred incentive type.

We found that everybody loves cash, of course, however considering the myriad impracticalities of rewarding with cash virtual cards are the strong second choice of respondents, and that is largely true across all demographic cuts and comparisons by other variables in the study.



Advantages Of E-gift Cards

Money may 'talk', but gift cards are often more articulate and eloquent. Here's why.



Gift Cards Are Valued More Than They Cost

Non-monetary rewards are interpreted as 'deeply personal gestures or messages' and can double up as ice-breakers, ego-massagers, make-nice, gratitude-givers, and appreciation-sharers. What's more, they act as powerful reminders of the relationship and make excellent additions to the mantelpiece. Often, in terms of sheer utility value and durability, they can turn out to be highly value-for-money

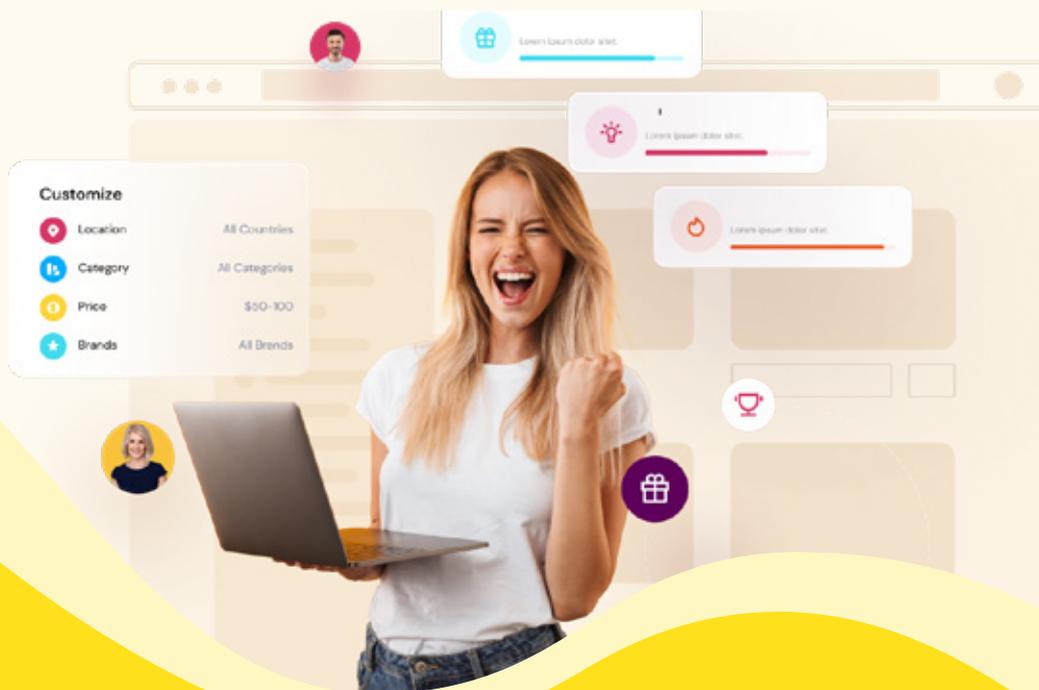
Gift Cards Touch Us At A More Profound (Intrinsic) Level

Two kinds of forces drive people. The external one - extrinsic motivation - makes us chase materialistic possessions, indulgences, and self-gratification, such as money, fame, and earthly pleasures.

On the other hand, the internal one - intrinsic motivation - makes us follow inner passions and impulses. We pursue these for their own sake because they bring us true happiness and fulfillment and do not fulfill social obligations.

While both are powerful, intrinsic motivation occupies a special place in psychology because it seems to touch us at a more fundamental level, engages us more powerfully, and makes us do things we are genuinely proud of.

Let's face it: Cash - Despite its universal and enduring allure - can sometimes be frowned upon for cultural and other reasons. The good news? You can now discover the power and excitement of e-gift cards as well, such as with Xoxoday Plum.



xoxoday

Technology infrastructure used by businesses
to share currency of delight

06

Case Study – **Neilsen**



Here's how Nielsen, the world's largest consumer research company, automated its market research rewards with Plum by Xoxoday using RaaS API.

About Nielsen

Nielsen Holdings is the largest consumer research company in the world. For more than 50 years, Nielsen has provided businesses worldwide with critical insight into consumer behavior.

Nielsen fuels the media industry with the most accurate understanding of what people listen to and watch. To discover what audiences love, they measure analytics across all channels and platforms—from podcasts to streaming TV to social media.

Challenge:

Before the implementation of Xoxoday Plum, procurement and dispatch of the rewards were done manually. As a result, managing panel rewards was a time-consuming process involving logistics and operational challenges. Privacy was also a concern as they disclosed the panel members' details with the vendor.

With thousands of surveys being done regularly, they were in desperate need of a streamlined and automated incentive system for the panel members and survey participants. They were also finding it hard to calculate analytics and reporting on reward redemption patterns.

The solution offered by Xoxoday:

With Plum, we offered automation of the reward distribution process leading to better redemption rates with reduced time investment. Xoxoday Plum also helped incentivize panelists and manage rewards in a single dashboard. We offered them the solution through our RaaS API product to integrate seamlessly with their existing system.

Nielsen supercharged their incentive programs with instant rewards upon completing the survey or feedback with the API solution. After survey completion, an automated voucher is distributed to the panelist, who can choose from a vast catalog covering 100+ countries. With this arrangement, Nielsen can also keep their data safe by not sharing the details of panel members with Xoxoday.

With the solution, Nielsen adapted to a post-COVID world with instant rewards to their online participants. They were also able to implement the solution in days and without any inconvenience to Nielsen.



How does it work?

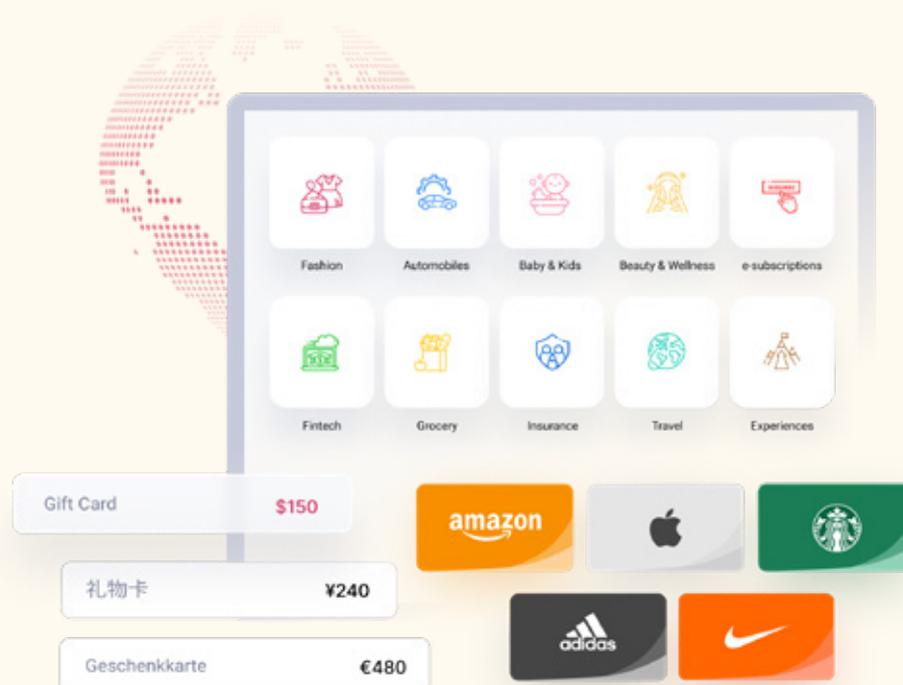
Xoxoday provides developer APIs with a set of web services that allowed Nielsen to integrate and sell gift cards and e-gift cards on their websites and mobile applications. End-users were able to browse the vouchers, select and purchase using their reward points or payment gateway. In addition, detailed reporting and analytics on the number of orders placed, orders received, the amount paid, and more is provided in a single intuitive dashboard.

Results in just 1.5 months:

With Xoxoday Plum, Nielsen can instantly deliver rewards across devices through emails and SMSes sent directly to the end-user in the form of encrypted voucher codes. With a rich international catalog covering 21,000+ experiences, gift vouchers, and products to choose from, panelists are spoilt for choice.

A dedicated customer support team and an account manager were allocated to Nielsen to provide seamless service, help them set up, get onboard and facilitate post-sales support.

The integration of the platform was easy with simple onboarding steps. As a result, Plum delivered more than 700 rewards in just 45 days. In addition, Xoxoday Plum implemented rewards in 2 more panel programs within one month of the launch.





Xoxoday has been very responsive so far, be it resolving an urgent contingency or any requirement. Its APIs were very responsive with 100% uptime.

Their support team has also been very transparent, cooperative, and understanding when resolving issues and were very flexible. The overall panel experience has been excellent, and we are planning to expand our business with them.



Ravi Gour

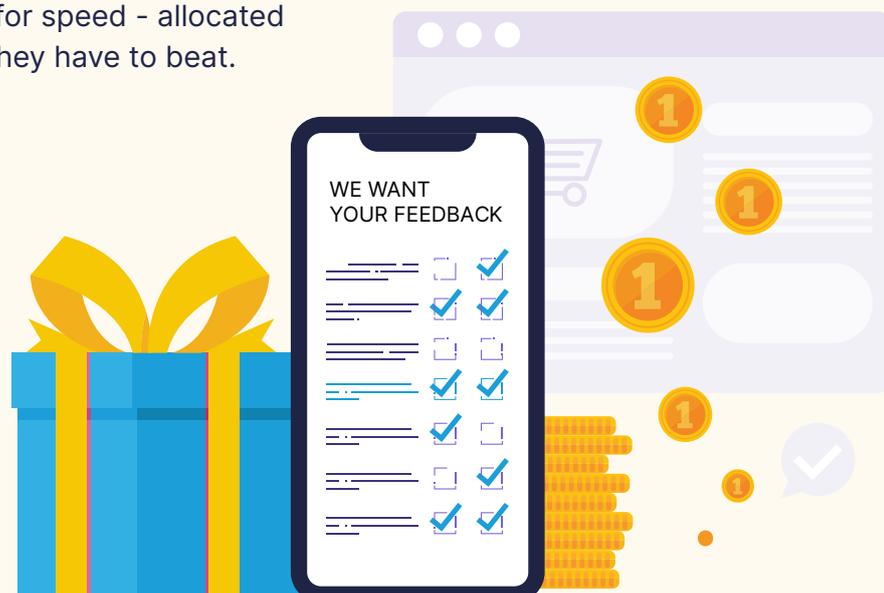
Regional Panel Leader
(Asia - Pacific) Nielsen

07

Ideas For Rewards For Your Surveys

Adding rewards to your system thoughtfully and intelligently gives you an edge in terms of respondent participation. However, you needn't stop there. Go ahead and boost that number significantly by planning your rewards innovatively. Here are some ways to do that :

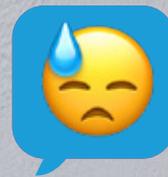
- Reward respondents even before the survey has begun: Just for agreeing to take the survey, as it were. That sets the show off on a positive foot. Yes, there may be a few bad apples who will pocket the prize and not bother to take the survey, but if you can look beyond those minor negatives, you stand to win big by making a great first impression.
- Reward in stages: If it's a 20 question survey, reward them every time they attempt five questions. Keep increasing the desirability of the rewards to keep them hooked.
- Reward them for speed - allocated a time frame they have to beat.
- Reward them for not skipping any questions.
- Give them the option of swapping their prize with another one if they don't like it - many digital rewards platforms (like xoxoday PLUM, for instance) let you do this with a vast choice of rewards.
- Reward them for forwarding the survey to five other people or sharing it on social media.
- Put on your creative hat, and you'll come up with plenty more ideas.



08

Removing Survey Response Bias

Response bias refers to reasons that can make your respondent ignore the survey, attempt but not complete it, or submit a preliminary survey.



Here are some things you can do to increase your response rates - be it for one-off polls or longitudinal surveys over an extended period.

- ☑ Make your invite warm and attractive.
- ☑ Send pre-survey reminders (multiple) and post-survey acknowledgments and thanks.
- ☑ Don't take chances: Deploy and distribute your survey on as many platforms and channels as you can.
- ☑ Be clear about the purpose, instructions, and outcomes of your survey.
- ☑ Be inspiring, grateful, and congratulatory in your messaging at every point - cheer them on.
- ☑ Have a 'progress bar' - participants like to know how close (or far) they are from the finish line.
- ☑ Make sure the UX (user experience) - which includes everything from navigation to device optimization to hardware/software compatibility to (down) loading speed to design to copy - is seamless.
- ☑ HERE' A TIP: Approach your survey UX design like a video game designer who is hard-wired to build in player engagement at every step.
Massage the ego: Let them know how their participation will generate impact in your study. Be honest. People love to be 'useful,' just as much as they hate being 'used.'
- ☑ Guarantee anonymity for the participant.
- ☑ To summarize: Keep things short (release them before they reach 'fatigue point' and reduce the churn of), uncomplicated, unambiguous, personalized, consistent, non-offensive, and yes, 'lucrative.' That last point is the X-Factor: If you do the incentivizing and rewarding part right, you stand a chance to upset calculations and break new ground in participation percentage.

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