



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



# ***Small Business Technology Webinar Series***

**Session #5 – June 13, 2006**

***“Using e-Survey Applications To Connect  
with Customers, Clients, Members”***



## ***Small Business Technology Webinar Series***



**Session #5 – June 13, 2006**

***“Using e-Survey Applications To Connect with  
Customers, Clients, Members, Employees...”***

**Presenter –**

**Larry Malone, Malone Consulting Services**

**[www.malonecs.com](http://www.malonecs.com)**



## *Small Business Technology Webinar Series*



### *“Using e-Survey Tools*

#### **Why? –**

- 1) Easy to use
- 2) Customizable, flexible
- 3) Very affordable
- 4) Discover information, insights, trends
- 5) Monitor and analyze the results in real time
- 6) No downloads required – sender or responder

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### *“Using e-Survey Tools*

#### **Tips:**

- 1) Prepare/outline questions in advance
- 2) Keep questions brief
- 3) Keep questions to 10-15 max
- 4) Seek one-answer questions
  - Multiple choice (3-6 answers)
  - Drop down
- 5) If you want to rate a large number of choices, a matrix question may be right
- 6) Avoid yes-no answers



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### *“Using e-Survey Tools*

#### **Tips:**

- 7) May want to include a few demographic questions (ages, incomes, occupations, geographic location, etc.)
- 8) 10-15 percent response rate is terrific
- 9) Be specific -- or broad -- in your email group depending on the audience or responses desired
- 10) Close surveys after 7 days, 14 max



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### *“Using e-Survey Tools*

#### **Products:**

SurveyMonkey.com - [www.surveymonkey.com](http://www.surveymonkey.com)

Zoomerang.com - <http://info.zoomerang.com/>

EZquestionnaire -

<http://www.ezquestionnaire.com/>

KeySurvey - <http://www.keysurvey.com/>



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## *e-Surveys*

### **1. Create**

- **Survey Options:**
  - Some applications provide survey templates
  - Create a survey from scratch
  - Copy an existing survey
- **Select dozen types of questions** (single choice, multiple choice, rating scales, drop-down menus, and more...).
- **Options allow you to require answers to any question and even randomize answer choices to eliminate bias.**



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## *e-Surveys*

### **2. Send**

- Upload your email group/list\*
- Prepare “sender” email message
- Survey Options -- select URL for respondents to be taken after survey completion
- Set schedule for survey’s duration
- Select results to be private or visible

*Consider sending a pre-notice email*

\* For some systems, you will export addresses in a ‘CSV’ file type and then import



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## *e-Surveys*

### **3. Monitor/Analyze**

- View results on-line and in real time
- Send reminder notice to those who haven't responded
- Download results or create link



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## *e-Surveys*

**Demonstration/Examples:**

**[www.surveymonkey.com](http://www.surveymonkey.com)**



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## *e-Surveys*

### **Demonstration/Examples:**

#### **(Choice – One Answer, Vertical)**

1. Which state tax would you like to repeal?

#### **(Choice – One Answer, Horizontal)**

2. Which recreational activities do you enjoy in West Virginia? (Click all that apply)



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## *e-Surveys*

### **Demonstration/Examples**

#### **(Matrix – One Answer Per Row (Rating Scale))**

3. Please rate the following politicians based on whether you have a favorable to unfavorable opinion

#### **(Open Ended - Essay)**

4. Please provide ideas on what should be done to create jobs in our community?



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## *e-Surveys*

### **4. Cost**

- Annual subscription: \$200 - \$500 a year
- Unlimited number of surveys
- Unlimited frequency

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### ***e-Surveys***

#### **Other Services**

- **Contract to have your survey programmed for you**
- **Contract to send your survey to specific groups of responders**

**<http://info.zoomerang.com/online/g-zsample.htm>**



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**Questions?**

More info: **[www.wvconnectivity.net](http://www.wvconnectivity.net)**

