



# Analytics for surveys and customer feedback

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[www.sv-europe.com](http://www.sv-europe.com)

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## FAQs

- Is this session being recorded? Yes
- Can I get a copy of the slides? Yes, we'll email a PDF copy to you after the session has ended.
- Can we arrange a re-run for colleagues? Yes, just ask us.
- How can I ask questions? All lines are muted so please use the chat facility – if we run out of time we will follow up with you.



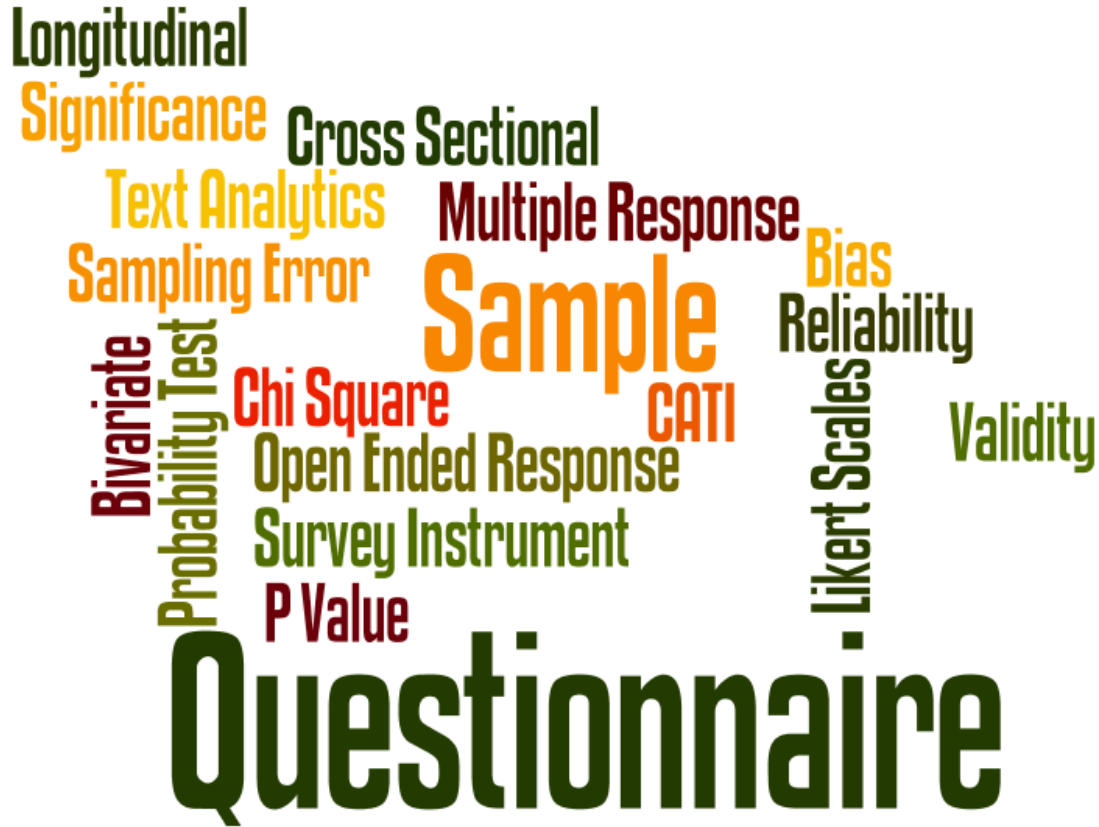
## Predictive Analytics for Smarter Business



- Premium, accredited partner to IBM specialising in the SPSS Advanced Analytics suite.
- Team each has 15 to 20 years of experience working in the predictive analytic space - specifically as senior members of the heritage SPSS team



# Analytics for surveys and customer feedback



# Surveys and feedback requests are everywhere

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## Guest Satisfaction Survey

Submit Your Thoughts and Comments

We appreciate your choice to stay at the Washington Jefferson Hotel and we value your feedback. In our efforts to provide quality service, we take all of your comments into consideration. We would love to hear what you have to say about your stay at our New York boutique hotel. Please complete the guest satisfaction survey below to help us continue providing excellent service.

Overall Experience

Please rate your overall satisfaction with your most recent stay at this hotel.

How likely would you be to recommend this hotel to a friend planning to visit the area?

**LOOK INSIDE!**

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## How are we doing?

Improving the quality of patient care is our main priority – that means listening to patients, acting on real concerns, such as how we talk to patients, how clean the hospital is, and the quality of our food.

So, if you have been a patient at King's College Hospital NHS Foundation Trust, please take time to know what you think. Take part in our *How Are We Doing?* surveys including **Friends and Family** test and influence the way we deliver our care – for the benefit of our patients.

### Online surveys

Fill in one of these surveys online.

- Outpatients: **tell us what you think**
- Emergency Department: **tell us what you think**
- Emergency Dental: **tell us what you think**
- Early Pregnancy Unit: **tell us what you think**
- Maternity Services: **tell us what you think**
- Dental Outpatient Services: **tell us what you think**

## London Vegetarian Restaurants

Cuisine

All (16,204)

African (72)

Asian (402)

British (416)

European (123)

### Restaurants travellers recommend

191 of 16,204 shown [See all](#)

Sorted by   Online reservations first (39)

Your selections  Cuisine  Remove

**Premier** powered by CustomerThermometer

### How did we do for you today?

Dear Jane

One of our teams visited your premises today and we wanted to find out how they've done. Were you happy, or could they have done a better job?

Please click a single button on the right to let me know how you feel about our work. Rest assured, we'll respond to your feedback accordingly.

If you did want to leave a comment - you can do that after you've clicked your response.

Thank you for your time.

**Robert Miles**  
MD Premier Software

The engineer was superb

He did a good job

The visit was OKish

I was really disappointed

[Unsubscribe](#)

Please note you are receiving this survey because you are a valued customer of Premier Software. If you'd rather not - click the unsubscribe link.

# What drives the growth in surveys/feedback requests?

- **Cheap, instant and automatic data collection**
  - Less need for human-powered data entry
  - Even paper questionnaires can be easily scanned
- **Wide variety of collection channels**
  - Websites
  - Social Media
  - Apps
  - Wall-mounted buttons
  - Voice-to-text mechanisms
- **Huge variety of tools for design and analysis**
  - Statistical / Reporting / Visualisation software
  - Online survey design/example templates



# What drives the growth in surveys/feedback requests?

- Customers and clients expect it
- The biggest, fastest-growing global brands make a virtue of it
- It generates valuable, even potentially critical, data
- It adds an important dimension of customer/client insight
- Exponential growth in unstructured data



# Feedback data forms a key component in *strategic* predictive analytics applications



## Interaction

Acquisition channel  
Website visits,



## Descriptive

Age, Education,  
Gender, Postcode



attract & acquire



grow value



retain



risk



## Attitudinal Data

Emails  
Feedback/Surveys  
Social Media



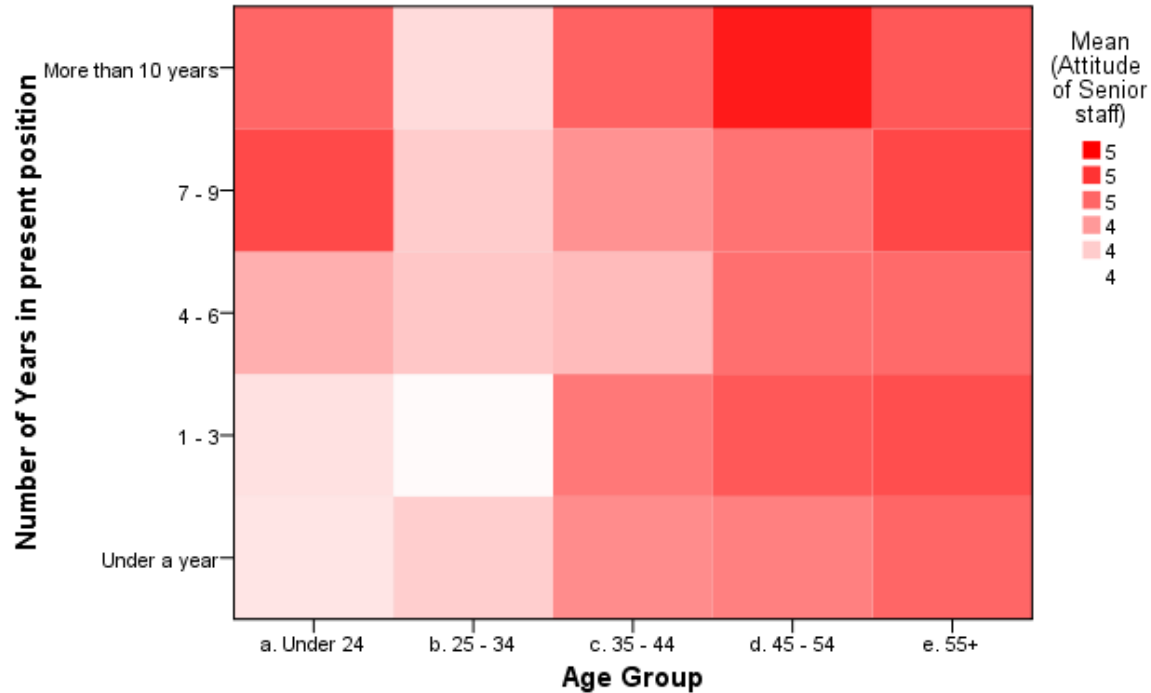
## Transactional

Spend, Product  
Categories,  
Tenure, Card Type

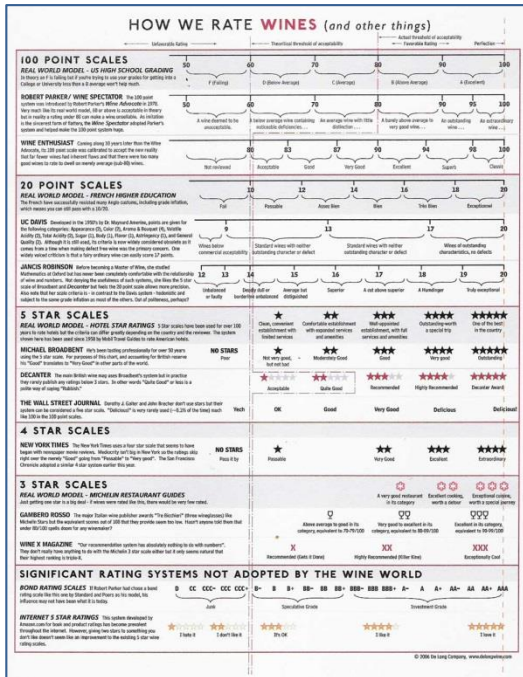




# Uncovering relationships



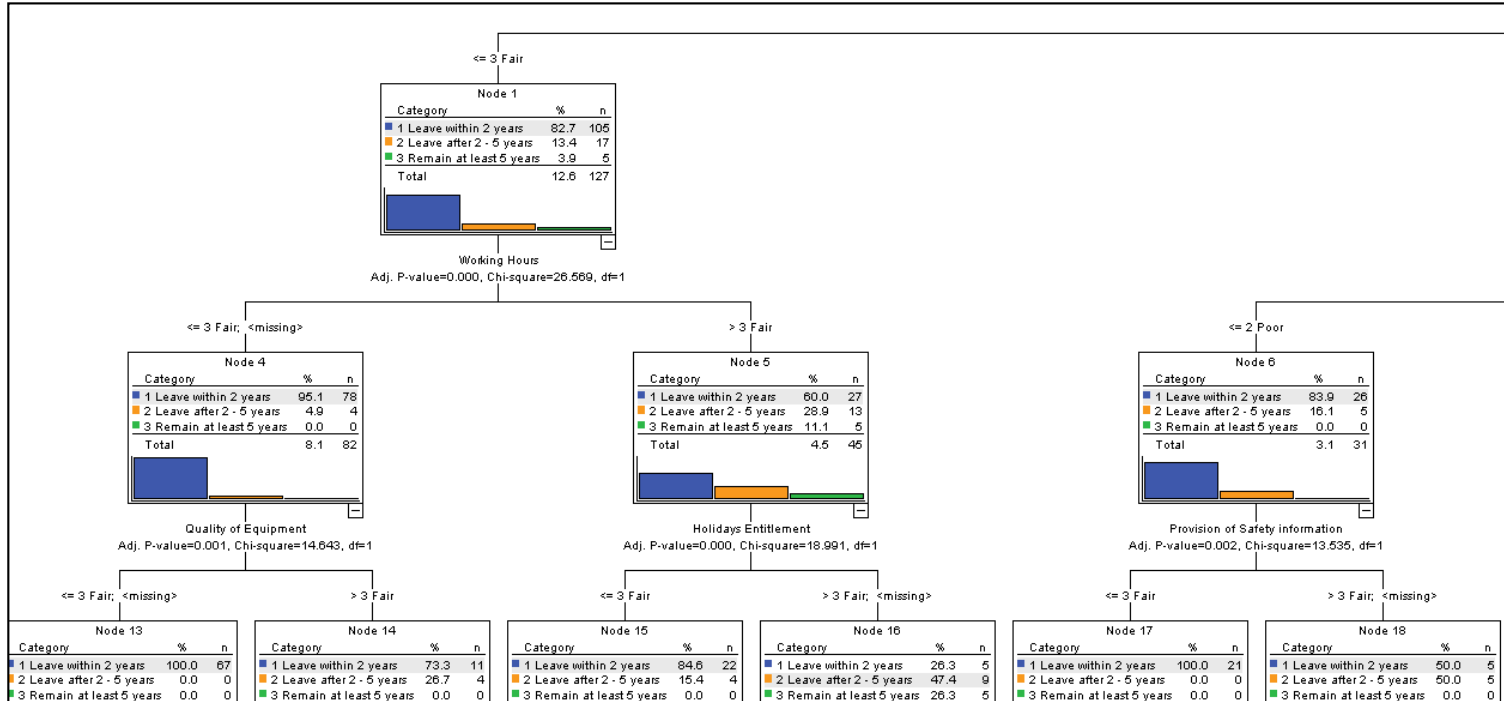
# Working with rating scales



Severity Rating Scale		
Rating	Description	Definition (Severity of Effect)
10	Dangerously high	Failure could injure the customer or an employee.
9	Extremely high	Failure would create noncompliance with federal regulations.
8	Very high	Failure renders the unit inoperable or unfit for use.
7	High	Failure causes a high degree of customer dissatisfaction.
6	Moderate	Failure results in a subsystem or partial malfunction of the product.
5	Low	Failure creates enough of a performance loss to cause the customer to complain.
4	Very Low	Failure can be overcome with modifications to the customer's process or product, but there is minor performance loss.
3	Minor	Failure would create a minor nuisance to the customer, but the customer can overcome it without performance loss.
2	Very Minor	Failure may not be readily apparent to the customer, but would have minor effects on the customer's process or product.
1	None	Failure would not be noticeable to the customer and would not affect the customer's process or product.

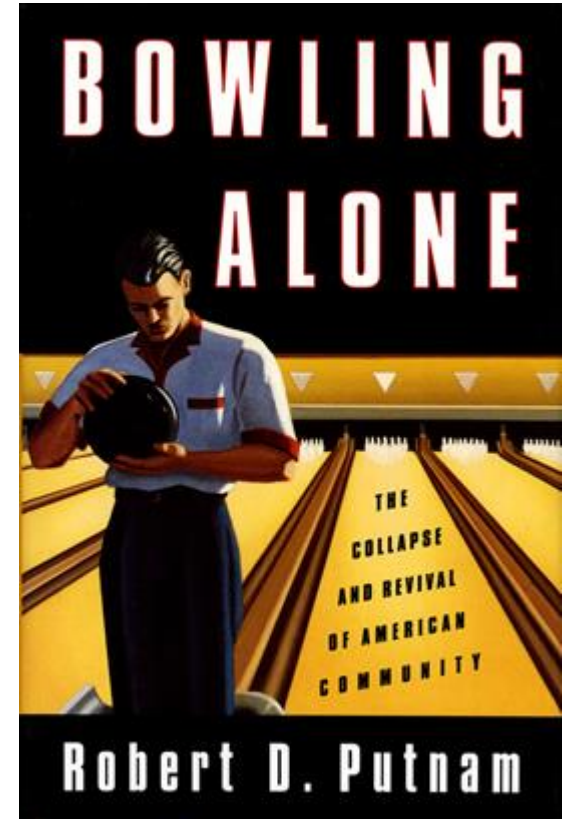
Rating Scale 1:	Rating Scale 5:
Excellent	Very Important
Good	Important
Average	Average
Fair	Slightly Important
Poor	Not Important
Rating Scale 2:	Rating Scale 6:
Frequently	User-6-1
Often	User-6-2
Sometimes	User-6-3
Seldom	User-6-4
Never	User-6-5
Rating Scale 3:	Rating Scale 7:
Strongly Agree	User-7-1
Agree	User-7-2
Neutral	User-7-3
Disagree	User-7-4
Strongly Disagree	User-7-5
Rating Scale 4:	Rating Scale 8:
Extremely Likely	User-8-1
Likely	User-8-2
Not Sure	User-8-3
Unlikely	User-8-4
Extremely Unlikely	User-8-5

# Satisfaction prediction and key driver analysis



# Working with longitudinal survey data

- Putnam surveyed the decline of "social capital" in the United States of America since 1950.
- Described this reduction in terms of the various the forms of social intercourse
- Argued this undermines the active civil engagement which a strong democracy requires from its citizens.
- Made the data available for download



# Analysing open-ended text responses

Customer Service was quick and friendly. I received my car with little hassles.

Had problems with windshield wipers that affected usability. Problem was not solved. Customer service was NOT helpful. Because of franchising, I was not able to get help from an office other than the one I rented from. I had driven 60 miles from that location and there was another location 2 miles from where I was staying.

I thought the representative handled the initial situation badly. The company was out of cars, with none coming in that day. Then the representative tried to find us a car at another franchise. There they were successful.

My last rental experience for leisure was fine -- no service issues to speak of.

Very nice, free upgrade

They were idiots. The car had problems and they were unable to fix them or provide a replacement without a lot of hassle.

Service was fast. Car was parked close-by.

The car I reserved was not ready.

the better the customer service, the sooner the vacation starts

Avis, Houston, provided good service. It was easy to make on-line reservations, the airport bus took me directly and quickly to the car, gas tank filled, customer service friendly and helped with directions and luggage.

# Working with multiple response questions

Question 4: Where do you use the internet? (Tick all that apply)

- At home
- At work
- In school
- At friends/family
- Somewhere else

**Q14** Which museums or art galleries have you visited or do you intend to visit?  
SELECT ALL ANSWERS THAT APPLY.

- National Museum of Science .....
- Museum of Design .....
- Institute of Textiles and Fashion .....
- Archeological Museum .....
- National Art Gallery .....
- Northern Gallery .....
- Other (Please write in) \_\_\_\_\_
- Not answered .....

## Backup

Which media is usually used for backup?

- ROM
- Streamer
- RAM
- DAT

Please say which of these coffees you have ever tried.

- Costa Rican
- Columbian
- Java
- Italian Blend
- Brazilian

Next

Stop



# Advice to get started

- Focus on why the feedback/survey is being sought – what is it for?
- Consider text analytics for open ended questions or feedback
- Use SPSS Statistics syntax to automate the analysis process for regular reports
- Highlight statistically significant relationships
- Think about ways to combine rating scales
- Consider if you could predict outcomes
- Look for opportunities to combine survey/feedback data with other sources – this has been shown to be extremely powerful.

# Working with Smart Vision Europe Ltd

- As a premier partner we sell the IBM SPSS suite of software to you directly
  - We're agile, responsive and generally easier to deal with
- As experts in SPSS / analytics / predictive analytics we will
  - deliver classroom training courses
  - offer side by side training support
  - offer “skills transfer” consulting
  - run booster and refresher sessions to get more from your SPSS licences
  - Give no strings attached advice
- We are a support providing partner so if you already have SPSS you can source your technical support directly from us (identical costs to IBM)
  - We offer telephone support with real people as well as web tickets / email queries
  - We offer “how to” support to help you get moving on your project quickly







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Thank you