



An IBM® SPSS® Event

## The Predictive Analytics Agenda



### Collecting and Analysing Survey and Research Data

Karen Hardie - Senior Technical Sales Consultant  
August 2011

**Voice of the customer**

**Customer Relationships**



**NPS – Net Promoter Score**

**Customer-centric**

**Customer Satisfaction**

**Customer Loyalty**

**Community Engagement**

**Listening to our customers**

**Customer Insight**

**Staff are the key**

**Highest retention rate**





## What If.....

You could use feedback captured from:

- Customers
- Constituents
- Employees
- Students
- Patients
- Stakeholders

to make improvements to your businesses, services or programs.



## You could.....

- Reduce marketing spend
- Tailor web sites
- Better identify prospects
- Analyse buying patterns
- Personalise interactions
- Have better knowledge of customer requirements
- Be more aware of staff needs
- Identify students at risk
- Identify problem areas in your organisation.





## Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes

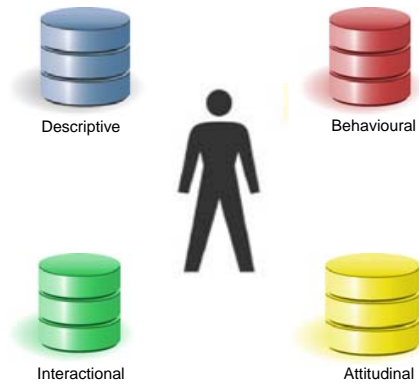


## Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes



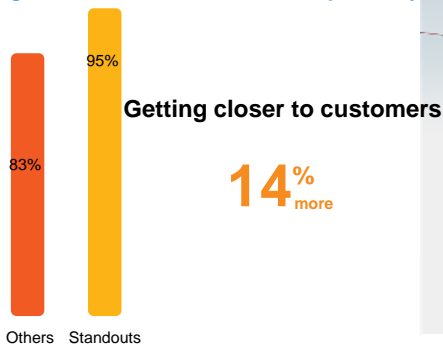
## A Holistic Approach



7 7

## The End of the Averaged Customer

95% of Top Performers' Consider Getting Closer to Customers Their Top Priority



"To surprise customers requires unexpected ideas through interactions of people with diverse perspectives."  
 Shukuo Ishikawa  
 President and CEO, Representative Director, NAMCO BANDAI Holdings, Inc. Japan

"Our customers want personalization of services and products. It is all about the market of one."  
 Tony Tyler  
 CEO, Cathay Pacific Airways, Hong Kong

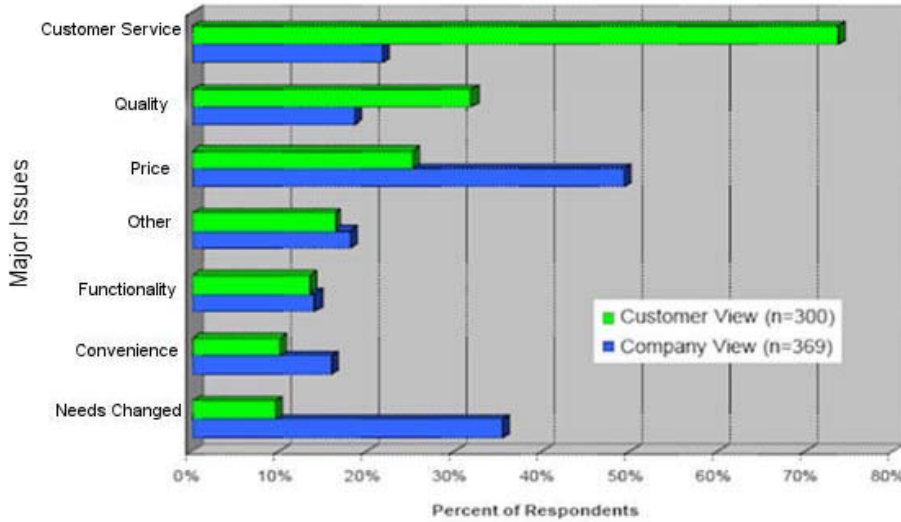


Source: IBM's 2010 Global CEO Study – Capitalizing on Complexity (1,541 CEOs, 60 nations, 33 industries)

## Are Businesses Really Listening .....



### Why Do Customers Leave

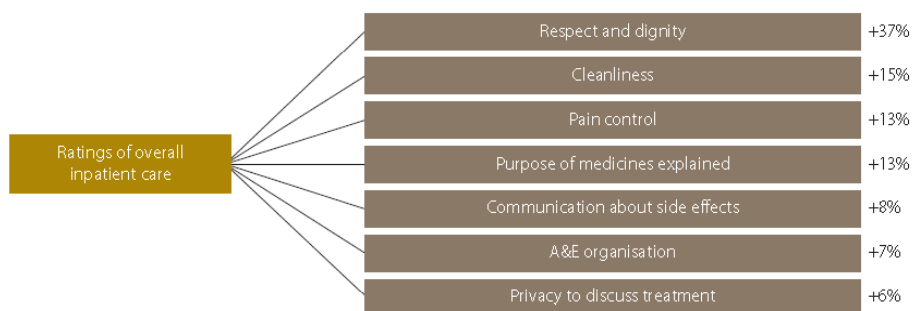


Source: CRMGuru Survey ([http://www.rightnow.com/pdf/whitepaper/nic\\_white.pdf](http://www.rightnow.com/pdf/whitepaper/nic_white.pdf))

## In the Public Sector..



### Positive drivers of perception of acute trusts



R=0.94

Ipsos MORI

Source: Lost in translation: why are patients more satisfied with the NHS than the public? Nigel Edwards, Director of policy for the NHS Confederation

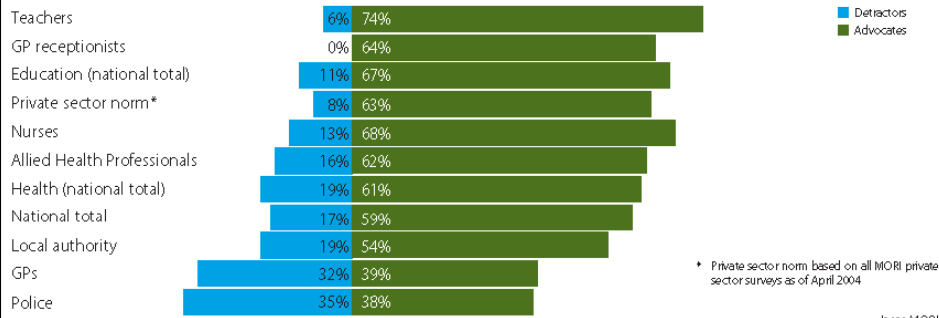


## The importance of staff attitudes



How NHS staff perceive their organisation compared with staff in other sectors

Respondents were asked: Which of these phrases best describes the way you would speak about the services your organisation provides?



Source: Lost in translation: why are patients more satisfied with the NHS than the public? Nigel Edwards: Director of policy for the NHS Confederation



## Why do we collect feedback?

- Deliver reliable, **actionable** insight
  - Customer Satisfaction/Retention
  - Staff retention
  - Concept Testing and Product Planning
  - Brand/Messaging/Image Development... and more!
- Operate more efficiently
- Have a **direct** impact on business.



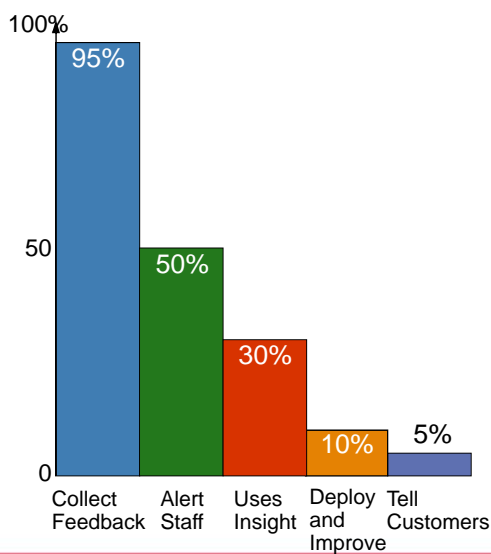
## Quick Quiz

- What percentage of companies collect feedback?
  - 95%
- What percentage alert staff to the findings?
  - 50%
- What percentage deploy and/or improve business processes based on those findings?
  - 10%



Source: Gartner

## Continuous Improvement: Act on Feedback, Tell Customers and Staff



- 95% of companies collect feedback
- 50% alert staff of the findings
- 30% make decisions using this insight
- 10% deploy and improve
- 5% inform customers of the change



Source: Gartner

## IBM SPSS Driving Customer Intimacy



### Capture

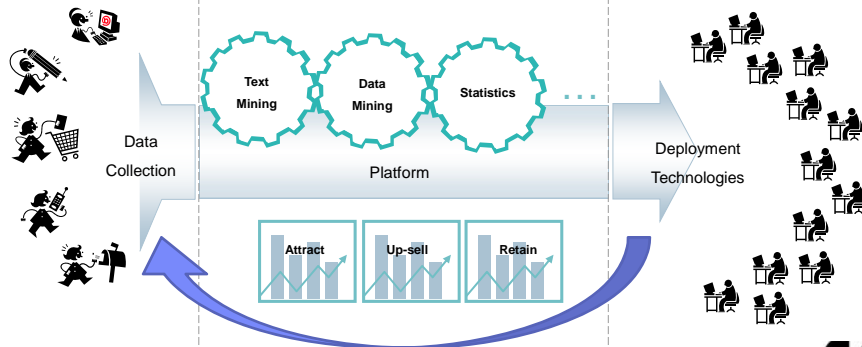
Data Collection delivers an accurate view of customer attitudes and opinions

### Predict

Predictive capabilities bring repeatability to ongoing decision making, and drive confidence in your results and decisions

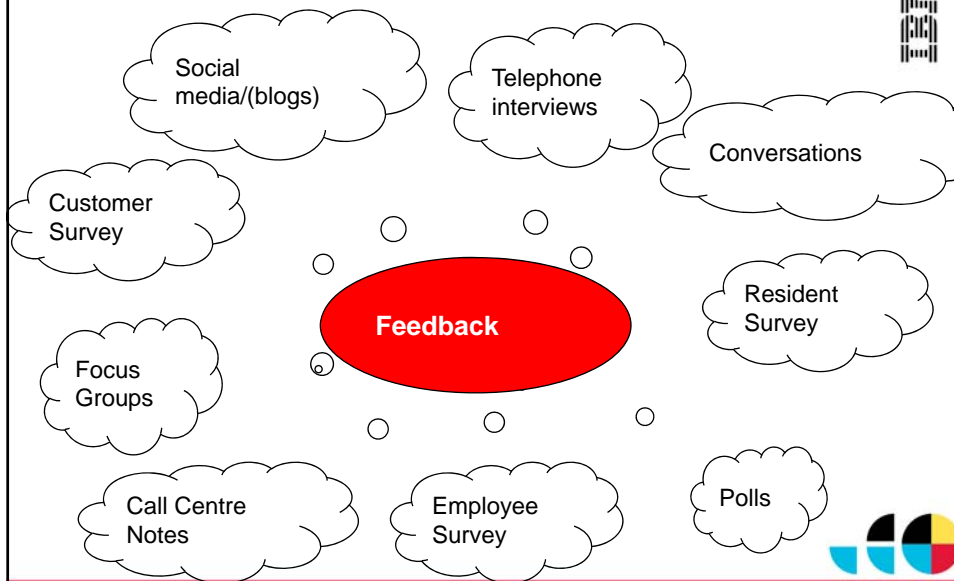
### Act

Unique deployment technologies and methodologies maximize the impact of analytics in your operation



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## What is Feedback?







## Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes



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Author



Deploy


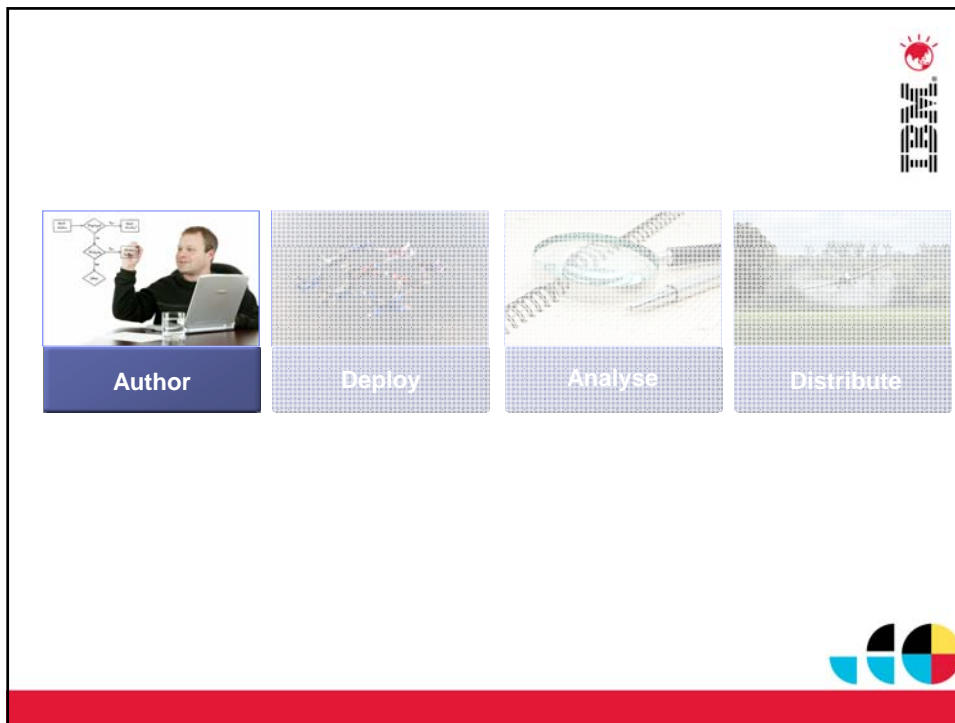


Analyse



Distribute





### IBM SPSS Data Collection

- Author once
- Re-use
- Standardise questionnaires
- Control access
- Advanced version control
- Match the tool to the user
- Have capacity for complex surveys
- Maximise use of resources
- Multi-lingual
- Minimise work for analysis
- Clean, high-quality data.



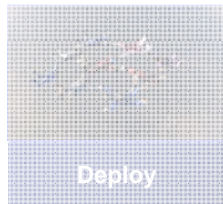
Author

## Demonstration

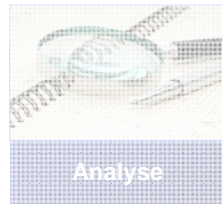


Author

- Easy to use
- Centralise & share survey assets
- Control Access
- Increase in efficiency
- Faster to react



Deploy

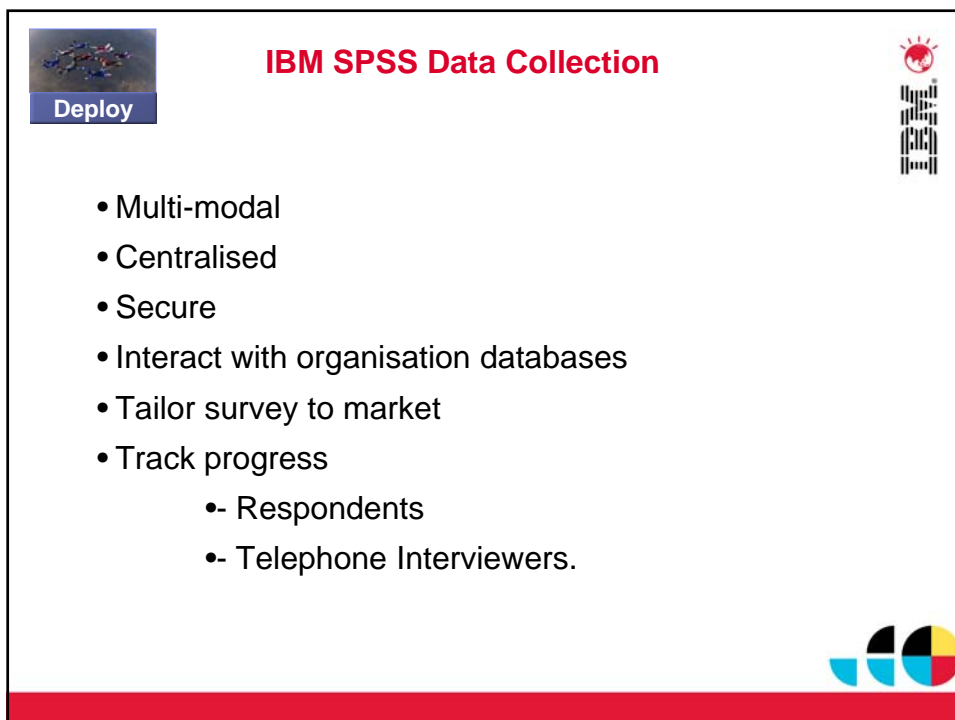
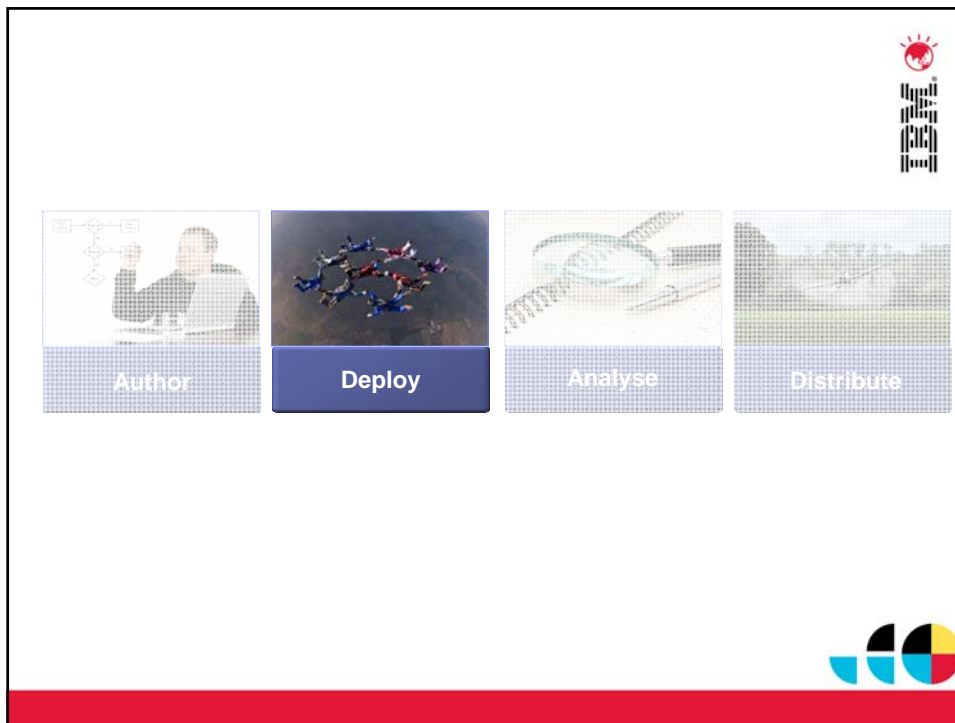


Analyse



Distribute





This slide details the 'Deploy' step of the IBM SPSS Data Collection process. It features a small 'Deploy' icon in the top left, the title 'IBM SPSS Data Collection' in red, and the IBM logo in the top right. A bulleted list describes the characteristics of the data collection process. The IBM logo is in the top right corner, and a colorful circular logo is in the bottom right corner. A red horizontal bar is at the bottom of the slide.

### IBM SPSS Data Collection

Deploy

- Multi-modal
- Centralised
- Secure
- Interact with organisation databases
- Tailor survey to market
- Track progress
  - Respondents
  - Telephone Interviewers.



# Demonstration



The screenshot displays the IBM SPSS Data Collection Author interface. The 'Deploy' menu is open, showing options such as 'Deploy Locally...', 'Activate...', and 'Store into Repository...'. A table is visible in the center of the interface, detailing response options and their associated actions.

Response	Go To	Other	Exclusive
Next	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Deploy

The screenshot shows the IBM SPSS Data Collection Interviewer Server Administration web application. The interface includes a navigation pane on the left with a tree view of projects (e.g., Cdb\_Test, CDB, DEVTEST01, dev2, DEV02, DEVTEST02, DEV03, test1). The main content area is titled 'Data Collection Activities' and displays details for a project named 'EMPLOYEE SURVEY'. The project description is 'EMPLOYEE SURVEY'. Below this, there are several sections with icons and descriptions:

- Design:**
  - Author: Create or modify your survey (Windows forms client)
  - Build: Create or modify your survey
  - View Survey Link: Preview and test the survey
- Manage:**
  - Go Live: Go live with the survey
  - Promote Project: Launch project to alternate site
  - Participants: Upload database information about your survey participants
  - Files: Share files with your colleagues
- Data Collection:**
  - Export Data: Download the latest survey data to your desktop
- Reports:**
  - Survey Results: View summary results of your survey
  - Status: View how many participants have completed the survey
  - Survey Tabulation: Powerful analysis and tabulation
  - Survey Assistant: Powerful analysis and tabulation (Windows forms client)
  - Activation History: View summary history of your activations

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## Deploy

The screenshot shows a 'View Survey Link - Webpage Dialog' box. The dialog contains the following text:

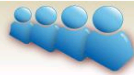
Participants wanting to take the 'live' survey should use this URL:  
[http://192.168.204.112/SPSS/Toolbox/secure/default.jsp?path=/192.168.204.112/SPSS/EMPLOYEE\\_SURVEY](http://192.168.204.112/SPSS/Toolbox/secure/default.jsp?path=/192.168.204.112/SPSS/EMPLOYEE_SURVEY)

Designers wanting to test the survey should use this URL:  
[http://192.168.204.112/SPSS/Toolbox/secure/default.jsp?path=/192.168.204.112/SPSS/EMPLOYEE\\_SURVEY\\_DEV](http://192.168.204.112/SPSS/Toolbox/secure/default.jsp?path=/192.168.204.112/SPSS/EMPLOYEE_SURVEY_DEV)

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Online



### Human Capital Management

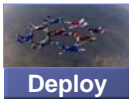


Please indicate which benefits you are currently enrolled in by checking the box next to each benefit which applies. Please check all that apply.

- Medical HMO (Individual)
- Medical HMO (Family)
- Dental HMO (Individual)
- Dental HMO (Family)
- Medical PPO (Individual)
- Medical PPO (Family)
- Dental PPO (Individual)
- Dental PPO (Family)
- Life Insurance (Individual)
- Life Insurance (Individual & Spouse)
- AD&D (Individual)
- AD&D (Individual & Spouse)
- Vision
- Flex Spending (Medical)
- Flex Spending (Transportation)
- Flex Spending (Child Care)
- Retirement (401k, 403b, IRA, etc.)
- Pre-Paid Legal
- Other (Please Specify) (Please write in)

Previous

Next



Online



### Staff Survey

How would you rate MTS as an employer on each of the following factors

	Very Poor	Poor	Average	Good	Very Good
I have the right amount of independence from my immediate supervisor to do my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My immediate supervisor is good at managing me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My performance review provides me with information I need to do my job better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive enough training to be able to improve my skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know what is expected of me in my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior management has a clear sense of direction for our company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My compensation is appropriate for my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication within my department is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the company's goals, strategies and mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication between the different parts of the company is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My immediate supervisor is good at managing others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think there are opportunities for career growth at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous Next Stop





# Telephone



IBM® SPSS® Data Collection Interviewer Server Administration

Project: EmployeeSurvey2  
User: AU1-VRWINDJDCSIA...  
Site: Site

Project Info | Sample Management | Quota | Interview Web Pages

**Launch**

Project ID: EMPLOYEESURVEY2  
Project Name: EmployeeSurvey2  
Description: Employee Survey

Please select the launch options you require.

Use Sample Management  
 With Phone Interviewing

Server: AU1-VRWINDJDCS

Database: Participants

Table: [EMPLOYEESURVEY2]

Fields: U-Queue.Active Serial PreviousQueue.Appoint

Authentication Fields: U

Script: Multimode  

```

Interviewer: Survey 6.0
Last updated: 2010-08-10
.....
quit Usidat1_sample.spc
.....
Framework script containing #includes of IBM SPSS Data Collection constants and
function and alias specific scripting if required.
.....

```



# Telephone



IBM® SPSS® Data Collection Interviewer Server Administration

Tools | Reports | Phone | Options | Help

User: AU1-VRWINDJDCSIA...  
Site: Site

**My Projects**

- System
- Calc\_Test
- DDQ
- DEWEVSDMO1
- demo1
- DEMO1
- EmployeeSurvey2
- SWDem
- test1

**Data Collection Activities**

Project ID: EMPLOYEESURVEY2  
Project Name: EmployeeSurvey2  
Project Description: Employee Survey

Select an activity below to work on

**Design**

- Author: Create or modify your survey (Windows forms client)
- Build: Create or modify your survey
- View Survey Link: Preview and test the survey

**Manage**

- Launch: Go live with the survey
- Example Project: Launch project to alternate site
- Participants: Upload database information about your survey participants
- Participant Rules: Script how participants access your survey
- Email: Invite participants to take your survey
- Phone Surveys: Manage telephone-based interviewing
- Secure Interviews: Review data collection interview
- Files: Share files with your colleagues

**Data Collection**

- Phone Participants: Telephone respondents to participate in a survey
- Export Data: Download the latest survey data to your desktop

**Reports**

- Survey Results: View summary results of your survey
- Status: View how many participants have completed this survey
- Phone: View information on telephone-based interviewing
- Survey Tabulation: Powerful analysis and tabulation
- Survey Reporter: Powerful analysis and tabulation (Windows forms client)
- Activation History: View summary history of your activations





# Telephone



The screenshot shows the IBM SPSS Data Collection Interviewer Server Administration web interface. The browser address bar shows the URL: http://192.168.204.112:8100/SPSSDataCollectionInterviewerServerAdmin/... The page title is "IBM SPSS Data Collection Interviewer Server Administration". The interface includes a "My Projects" sidebar with a tree view showing "System" and "EmployeeSurvey2". The main content area is titled "Data Collection Activities" and displays project details for "EmployeeSurvey2". Below this, there is a "Data Collection" section with a table containing one row: "Phone Participants" with the description "Telephone respondents to participate in a survey".



# Telephone



The screenshot shows the IBM SPSS Data Collection Phone Interviews application interface. The top left corner features a user profile icon and a navigation menu with icons for "Call Outcomes", "5", and "?". The main area displays a window titled "IBM SPSS Data Collection Phone Interviews" for "Project: EmployeeSurvey2". The window contains the following text: "Click the 'Text Contact' button to retrieve the next contact". Below this text are four buttons: "Text Contact", "Get Specific Contact", "Change Project", and "Exit".





**Deploy**

# Telephone





Id:     PhoneNumber:

PreviousQueue:

Comments:

Project:

**Call Outcomes**

- Abandoned
- Answering machine
- Appointment
- Away For Duration of Study
- Business
- Busy
- Call phone
- Dialer busy
- Disconnected
- Fast busy
- Fax
- Gatekeeper/Inf problem - send to Supervisor
- GK/Informant problems
- Hard Of Hearing
- Informant denies Resp existence
- Language barrier
- Language recall
- Language problem - GK
- Language problem - Respondent
- Make appointment SOFT
- Maori Interviewer Required
- Network busy

**Introduction to Survey**

Dial number and select Call Outcome from the list on the left.

+612123456789


Good afternoon,

My name is KAREN\_HARDIE, I am calling on behalf of IBM.

Would you mind answering a few questions on working for MTS?


It will take around 10 minutes.


For quality assurance, this phone call may be monitored and recorded. Is this acceptable to you?



**Deploy**

# Telephone





Id:     Name:     PhoneNumber:

PreviousQueue:     Project:

Comments:

**Call Outcomes**

- Abandoned
- Appointment
- Transfer to web

How long does it take you to commute to work currently?

(1) More than 90 min(2) 60-90 min(3) 30-60 min(4) Less than 30 min


Do you think your place of employment is an enjoyable place to work?

(1) Yes(2) No


Please tell us how satisfied or dissatisfied you are with the following aspects of your job.

Strongly Disagree/Disagree/Neither Disagree nor Agree/Agree/Strongly Agree

I find my job challenging.	(1)	(2)	(3)	(4)	(5)	<input type="text"/>
I am happy with my current position.	(1)	(2)	(3)	(4)	(5)	<input type="text"/>
I have all the resources I need to do my job.	(1)	(2)	(3)	(4)	(5)	<input type="text"/>



## Paper – Scan or data enter



Serial number

**Department** What Department do you work in?

Sales
  Finance and Administration  
 Marketing
  Logistics and Warehousing

**Region** In what region are you located?


Australasia
  Middle East  
 North America
  Africa  
 South America
  Other  
 UK/Europe
  Prefer not to answer


**Born** In what year were you born?  
1940 - 1994

**Age** How old are you?  
14 - 78


**Time** How long have you been employed by MTS?

Under 1 year
  5-10 years  
 1-2 years
  Over 10 years  
 2-5 years

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## Call Centres



wspss - Associated Banking Corporation - Call Center - Microsoft Internet Explorer

October 24, 2004

Search:

Options: Advanced | Network | Excel

ABC Call Center: Welcome Tom! [My Activities](#) | [Team Activities](#) | [Products](#) | [Charts](#) | [Instructions](#) | [Help](#) | [Log-off](#)

[Phone Calls](#) | [Service](#) | [Contacts](#) | [Accounts](#) | [Calendar](#) | [To Do List](#)

[Get Call](#) | [End Call](#) | [Hold Call](#) | [Directory](#)

**New Customer ID:** 13578-1000    **Phone Number:** 555-555-1212

Last Name:     First Name:

Address:     Gender:     SS #:  -  -

City:     State:     Zip:     Occupation:

Phone Number:     Work:     Other Accounts:

**Recommendations:**

**Family Savings Account**

**Premium Savings Account**

Now Value:     Lifetime Value:     Retention Score:

**Service:**

We would be very pleased to welcome you as a customer. Let me just take down a few details (gather names, address, and size).

Can I ask you a couple of questions that will allow us to better service you going forward?

Do you currently have investment products with other banks?

Do you intend to make ABC bank your primary bank?

Yes     No    [Update Recommendations](#)



Deploy

## Mobile devices



Author



Deploy

- Increase participation
- Easy to control
- Engage your stakeholders
- Increase efficiency
- Get timely results

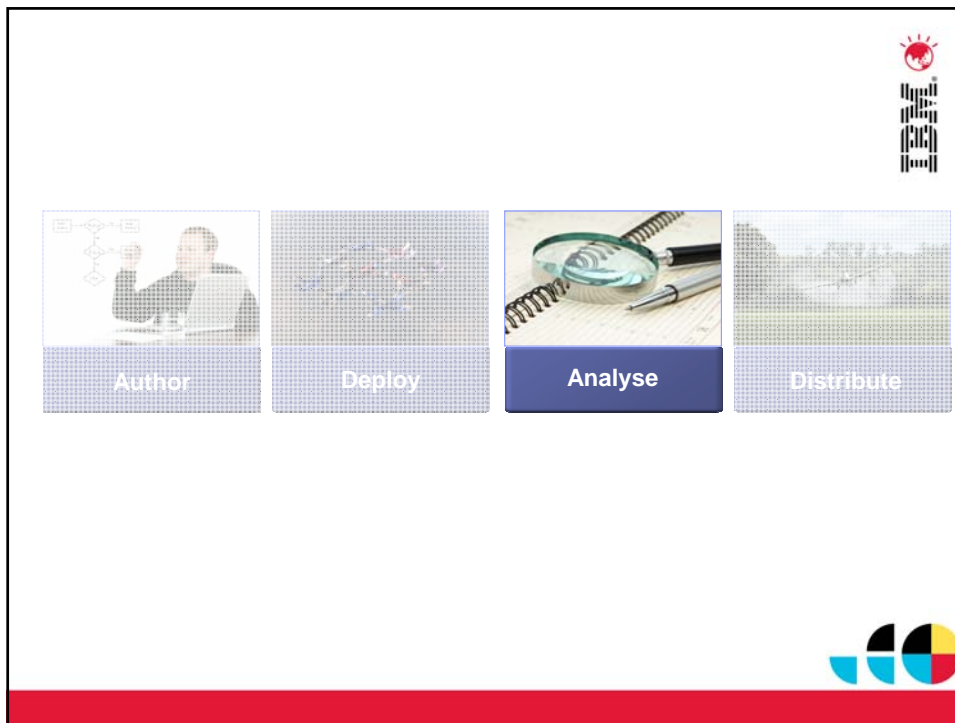


Analyse



Distribute





### IBM SPSS Data Collection

- Data is centralised
- Easily exported
- Can be integrated with organisational databases
- Control access
- Easy to use tools
- Accessible anywhere
- Reuse previous work
- Share work across organisation.





Analyse

## Demonstration



Analyse

## Access



IBM® SPSS® Data Collection Interviewer Server Administration Tools Reports Phone Options Help

User: AU1-VMWIN03DC6Ad...  
Site: Site

**My Projects**

- System
- Cat1\_Test
- DDD
- DEEWRDEMO1
- dem2
- DEMO1
- EmployeeSurvey2
- SWIDem
- Test1

**Data Collection Activities**

Project Id: EMPLOYEE SURVEY2  
Project Name: EmployeeSurvey2  
Project Description: Employee Survey

Select an activity below to work on

<b>Design</b>	
Author	Create or modify your survey (Windows forms client)
Build	Create or modify your survey
View_Survey_Link	Preview and test the survey
<b>Manage</b>	
Launch	Go live with the survey
Promote Project	Launch project to alternate site
Participants	Upload database information about your survey participants
Participant Rules	Script how participants access your survey
Email	Invite participants to take your survey
Phone Surveys	Manage telephone-based interviewing
Review Interviews	Review data collection interviews
Files	Share files with your colleagues
<b>Data Collection</b>	
Phone Participants	Telephone respondents to participate in a survey
Export Data	Download the latest survey data to your desktop
<b>Reports</b>	
Survey Results	View summary results of your survey
Status	View how many participants have completed this survey
Phone	View information on telephone-based interviewing
Survey Tabulation	Powerful analysis and tabulation
Survey Reporter	Powerful analysis and tabulation (Windows forms client)
Activation History	View summary history of your activations

Export to desktop

Analyse online in real time



Author



Deploy



Analyse

- Easy to use
- Ready access to information
- Real time results
- Allows Proactive
- Increased productivity



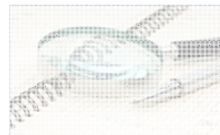
Distribute



Author



Deploy



Analyse



Distribute





Distribute

## IBM SPSS Data Collection



- Integrate with other systems
- Automate
- Can trigger actions
- Access to complete reports or data
- Publish to web, email, word, excel, ppt.



Distribute

## Demonstration







**Author**



**Deploy**



**Analyse**



**Distribute**

- Improve processes
- Actionable information
- Accessible information



**Author**

- Easy to use
- Centralise & share survey assets
- Control Access
- Increase in efficiency
- Faster to react



**Deploy**

- Increase participation
- Easy to control
- Engage your stakeholders
- Increase efficiency
- Get timely results



**Analyse**

- Easy to use
- Ready access to information
- Real time results
- Allows Proactive
- Increased productivity



**Distribute**

- Improve processes
- Actionable information
- Accessible information



## Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes



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## IBM SPSS Statistics

- Uncover key insights
- Validate assumptions
- Easily conduct more in-depth analysis:
  - Market segmentation
  - Market basket analysis
  - Data Reduction
  - Perceptual mapping
- Investigate key influences on outcomes.
  
- Data from Data Collection is immediately ready for analysis



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HR Survey.sav [DataSet1] - IBM SPSS Statistics Data Editor

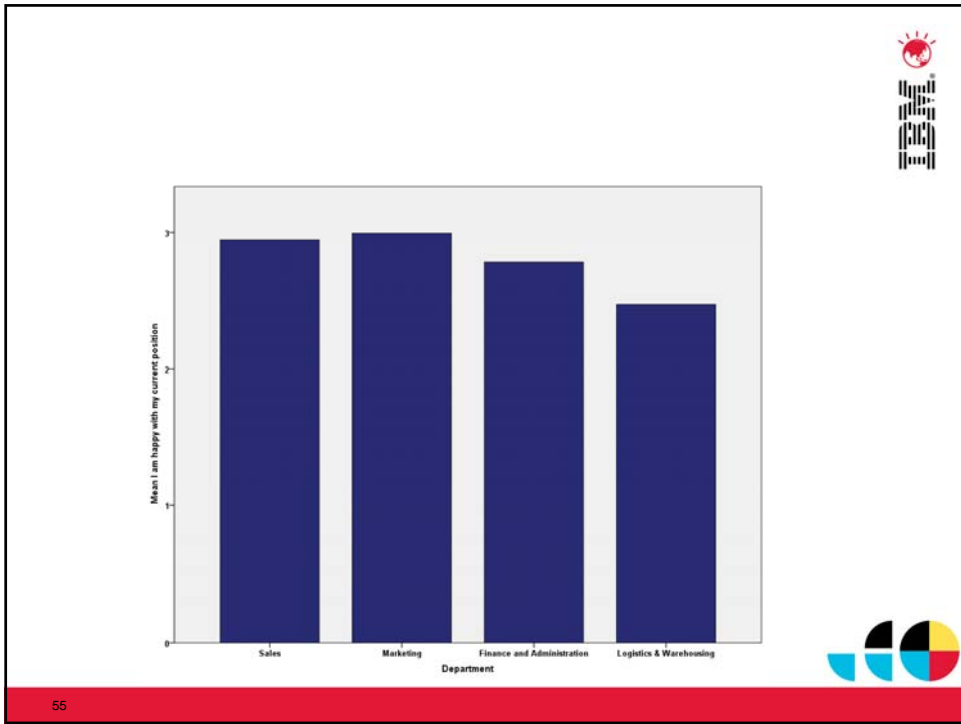
File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

5: Region 4 | Visible: 3

	ID	Department	Region	born	age	age_bands	Tenure	gender	ManagerDesc1	ManagerDesc2
1	2525	Department	South America	1977	19	up to 24	Over 10 ye...	Male	Compassionate	Demanding
2	2544	Sales	Not Answered	1977	19	up to 24	1-2 years	Female	Autocratic	0
3	2621	Sales	Not Answered	1980	16	up to 24	Under 1 year	Female	Autocratic	0
4	2005	Logistics & Wareho...	South America	1921	75	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership
5	2006	Marketing	UK/Europe	1922	74	55 and up	1-2 years	Male	Approachable	Shows Leadership
6	2007	Sales	UK/Europe	1926	70	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership
7	2008	Sales	UK/Europe	1927	69	55 and up	5-10 years	Male	Shows Leadership	Compassionate
8	2009	Sales	North America	1927	69	55 and up	5-10 years	Female	Shows Leadership	0
9	2010	Marketing	North America	1930	66	55 and up	Over 10 ye...	Female	Approachable	Shows Leadership
10	2011	Finance and Admini...	UK/Europe	1930	66	55 and up	Over 10 ye...	Female	Approachable	Shows Leadership
11	2012	Sales	UK/Europe	1931	65	55 and up	Over 10 ye...	Female	Approachable	Shows Leadership
12	2013	Marketing	North America	1931	65	55 and up	Over 10 ye...	Male	Approachable	Shows Leadership
13	2014	Sales	South America	1932	64	55 and up	Over 10 ye...	Female	Autocratic	Shows Leadership
14	2015	Sales	North America	1932	64	55 and up	5-10 years	Female	Shows Leadership	0
15	2016	Marketing	UK/Europe	1933	63	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership
16	2017	Sales	UK/Europe	1934	62	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership

How would you rate MTS as an employer on each of the following factors

	Base	VeryPoor	Poor	Average	Good	VeryGood	Mean
<b>How would you rate MTS as an employer on each of the following factors</b>							
The benefits program is good	300 100%	57 19%	52 17%	55 18%	63 21%	73 24%	3.1
Communication between the different parts of the company is good	300 100%	57 19%	63 21%	40 13%	70 23%	70 23%	3.1
My immediate supervisor is good at managing me	300 100%	62 21%	44 15%	60 20%	73 24%	61 20%	3.1
I am a satisfied employee	300 100%	65 22%	46 15%	62 21%	52 17%	75 25%	3.1
I am recognised for doing a good job	300 100%	53 18%	52 17%	68 23%	71 24%	56 19%	3.1
I have the right amount of independence from my immediate supervisor to do my job	300 100%	53 18%	58 19%	62 21%	66 22%	61 20%	3.1
I feel free to express my thoughts, feelings and ideas without fear of reprisal	300 100%	51 17%	59 20%	61 20%	74 25%	55 18%	3.1
I am able to work from home and/or be flexible with my hours	300 100%	57 19%	63 21%	58 19%	50 17%	72 24%	3.1
I understand the company's goals, strategies and mission	300 100%	61 20%	49 16%	67 22%	64 21%	59 20%	3.0
This company creates an environment where talented people can flourish	300 100%	58 19%	57 19%	73 24%	41 14%	71 24%	3.0
Management is effective when communicating decisions or changes that affect the employees	300 100%	54 18%	66 22%	63 21%	52 17%	65 22%	3.0
My performance review provides me with information I need to do my job better	300 100%	61 20%	58 19%	57 19%	62 21%	62 21%	3.0
I think there are opportunities for career growth at this company	300 100%	60 20%	58 19%	57 19%	71 24%	54 18%	3.0
Communication within my department is good	300 100%	63 21%	61 20%	52 17%	61 20%	63 21%	3.0
I receive enough training to be able to improve my skills	300 100%	58 19%	65 22%	67 22%	48 16%	62 21%	3.0
	300	64	66	51	54	65	3.0



\*HR Survey.sav [DataSet1] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

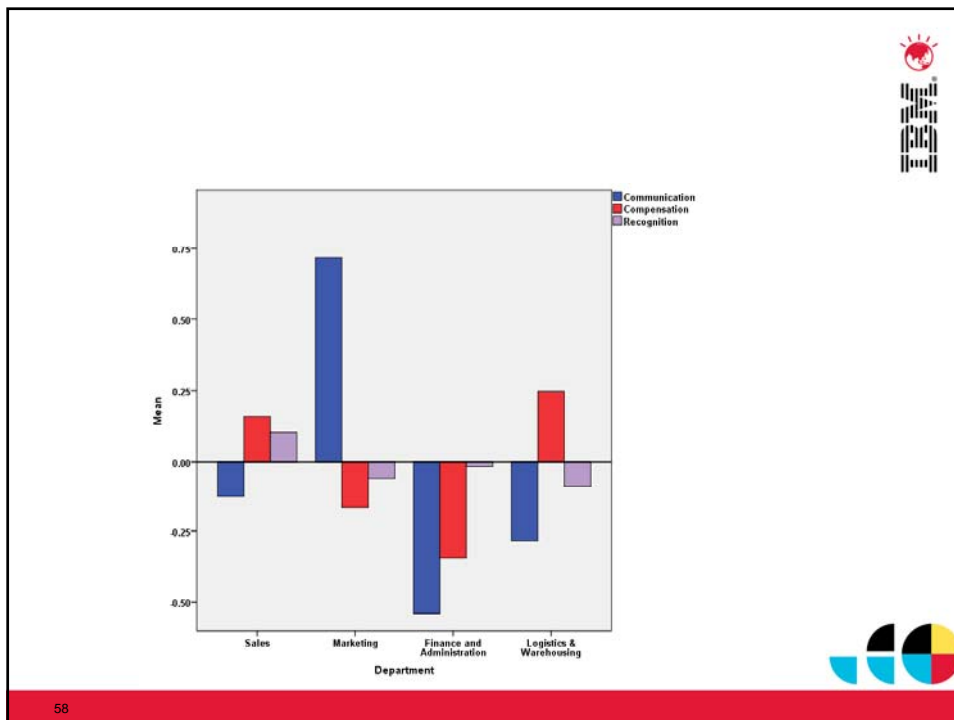
Name	Type	Width	Decimals	Label	Values
Reason	String	100	0	Reasons for recommending/not recommending	None
rating01	Numeric	1	0	I am recognized for doing a good job	{1, Very poo...
rating02	Numeric	1	0	This company creates an environment where talented people can flourish	{1, Very poo...
rating03	Numeric	1	0	I am happy with my current position	{1, Very poo...
rating04	Numeric	1	0	I would recommend employment at this company	{1, Very poo...
rating05	Numeric	1	0		{1, Very poo...
rating06	Numeric	1	0		{1, Very poo...
rating07	Numeric	1	0		{1, Very poo...
rating08	Numeric	1	0		{1, Very poo...
rating09	Numeric	1	0		{1, Very poo...
rating10	Numeric	1	0		{1, Very poo...
rating11	Numeric	1	0		{1, Very poo...
rating12	Numeric	1	0		{1, Very poo...
rating13	Numeric	1	0		{1, Very poo...
rating14	Numeric	1	0		{1, Very poo...
rating15	Numeric	1	0		{1, Very poo...
rating16	Numeric	1	0		{1, Very poo...
rating17	Numeric	1	0		{1, Very poo...
rating18	Numeric	1	0		{1, Very poo...
rating19	Numeric	1	0	I have enough information to do my job well	{1, Very poo...
rating20	Numeric	1	0	I think there are opportunities for career growth at this company	{1, Very poo...
rating21	Numeric	1	0	My performance review provides me with information I need to better do my job	{1, Very poo...
rating22	Numeric	1	0	Communication within my department is good	{1, Very poo...
rating23	Numeric	1	0	My immediate supervisor is good at managing others	{1, Very poo...
FAC1_1	Numeric	11	5	REGR factor score 1 for analysis 1	None
FAC2_1	Numeric	11	5	REGR factor score 2 for analysis 1	None

Factor Analysis dialog box:

- Variables: I am recognized f..., This company cr..., I am happy with..., I would recomme..., I receive enough t..., I think my talents..., I am a satisfied e...
- Selection Variable: (empty)
- Buttons: Descriptives..., Extraction..., Rotation..., Scores..., Options...

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
Management is effective when communicating decisions or changes that affect the employees	.850		
Communication within my department is good	.835		
Communication between the different parts of the company is good	.793		
I feel free to express my thoughts, feelings and ideas without fear of reprisal	.764		
Senior management has a clear sense of direction for our company	.754		
My immediate supervisor is good at managing me	.738		
I have the right amount of independence from my immediate supervisor to do my job	.728		
My immediate supervisor is good at managing others	.691		
I know what is expected of me in my job	.507		
I am a satisfied employee	.443	.417	.404
I understand the company's goals, strategies and mission			
My compensation is appropriate for my job		.782	
I think there are opportunities for career growth at this company		.762	
My performance review provides me with information I need to better do my job		.753	
The benefits program is good		.601	
I am able to balance the demands on my time between my work life and my personal life		.550	
I have enough information to do my job well		.544	
This company creates an environment where talented people can flourish			.702
I receive enough training to be able to improve my skills			.686
I am recognized for doing a good job			.635
I think my talents and skills are being fully utilized			.585
I would recommend employment at this company			.526
I am happy with my current position			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 5 iterations.



HR Survey.sav [DataSet1] - IBM SPSS Statistics Data Editor

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Region 4

	gender	ManagerDesc1	ManagerDesc2	ManagerDesc3	Recommen
1	Male	Compassionate	Demanding	0	No
2	Female	Autocratic	0	0	Yes
3	Female	Autocratic	0	0	No answer
4	Male	Autocratic	Shows Leadership	Demanding	No
5	Male	Approachable	Shows Leadership	0	Yes
6	Male	Autocratic	Shows Leadership	0	Yes
7	Male	Shows Leadership	Compassionate	0	No
8	Female	Shows Leadership	0	0	Yes
9	Female	Approachable	Shows Leadership	0	Yes
10	Female	Approachable	Shows Leadership	Compassionate	Yes
11	Female	Approachable	Shows Leadership	Demanding	Yes
12	Male	Approachable	Shows Leadership	Demanding	Yes
13	Female	Autocratic	Shows Leadership	Demanding	No
14	Female	Shows Leadership	0	0	No
15	Male	Autocratic	Shows Leadership	Demanding	Yes

Whether recommend company to others

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HR Survey.sav [DataSet1] - IBM SPSS Statistics Data Editor

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	ID	Department	Region	born	age	age_bands	Tenure	gender	ManagerDesc1	ManagerDesc2
1	2525	Sales	South America	1977	19	up to 24	Over 10 ye...	Male	Compassionate	Dem
2	2544	Sales	No					Female	Autocratic	
3	2621	Sales	No					Female	Autocratic	
4	2005	Logistics & Wareho...	South America					Female	Autocratic	Shows Lead
5	2006	Marketing	No					Female	Approachable	Shows Lead
6	2007	Sales	No					Female	Autocratic	Shows Lead
7	2008	Sales	No					Female	Shows Leadership	Compass
8	2009	Sales	No					Female	Shows Leadership	
9	2010	Marketing	No					Female	Shows Leadership	Shows Lead
10	2011	Finance and Admini...	No					Female	Approachable	Shows Lead
11	2012	Sales	No					Female	Approachable	Shows Lead
12	2013	Marketing	No					Female	Approachable	Shows Lead
13	2014	Sales	South America					Female	Autocratic	Shows Lead
14	2015	Sales	South America					Female	Shows Leadership	Shows Lead
15	2016	Marketing	No					Female	Autocratic	Shows Lead
16	2017	Sales	No					Female	Autocratic	Shows Lead
17	2018	Sales	No					Female	Autocratic	Shows Lead
18	2019	Marketing	No					Female	Autocratic	Shows Lead
19	2020	Marketing	No					Female	Approachable	Shows Lead
20	2021	Marketing	No					Female	Autocratic	Shows Lead
21	2022	Marketing	No					Female	Shows Leadership	Compass
22	2023	Marketing	No					Female	Shows Leadership	
23	2024	Marketing	UK/Europe	1937	59	55 and up	Under 1 year	Male	Shows Leadership	
24	2025	Sales	South America	1937	59	55 and up	Over 10 ye...	Female	Autocratic	Shows Lead
25	2026	Logistics & Wareho...	UK/Europe	1937	59	55 and up	Over 10 ye...	Male	Approachable	Shows Lead

Decision Tree

Variables: ID (ID), Year born (born), Age (Banded) (ag...  
 Description of Ma...  
 Reasons for reco...  
 I am recognized to...  
 This company cre...  
 I am happy with m...  
 I would recomme...  
 I receive enough fr...  
 I think my talents ...  
 I am a satisfied e...  
 I have the right am...

Dependent Variable: Whether recommen...  
 Categories...  
 Validation...  
 Criteria...  
 Save...  
 Options...

Independent Variables: Department (Depart...  
 Region (Region)...  
 Age (age)...  
 Years of employme...  
 Gender (gender)

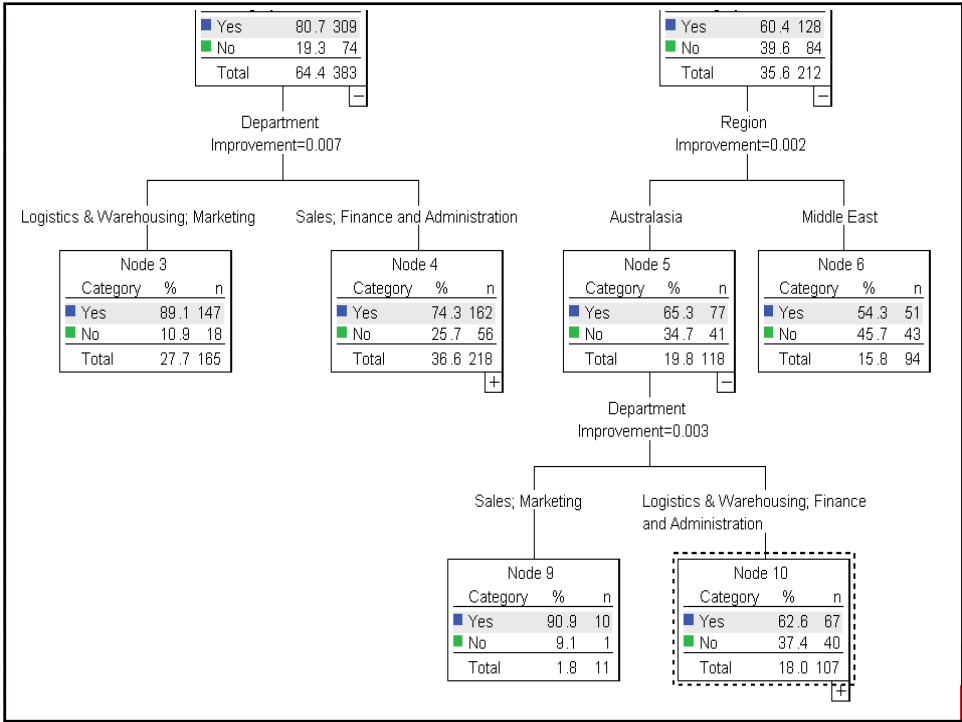
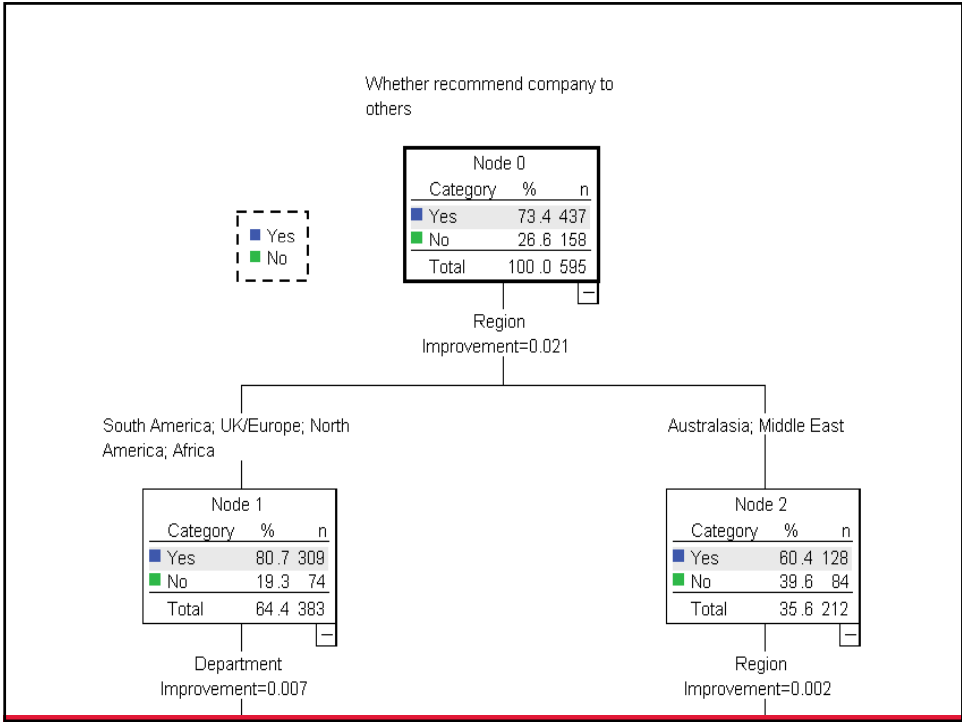
Force first variable

Influence Variable:

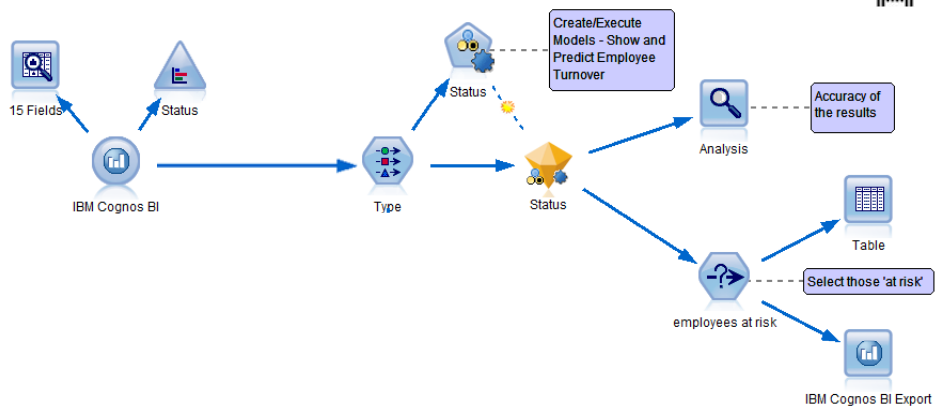
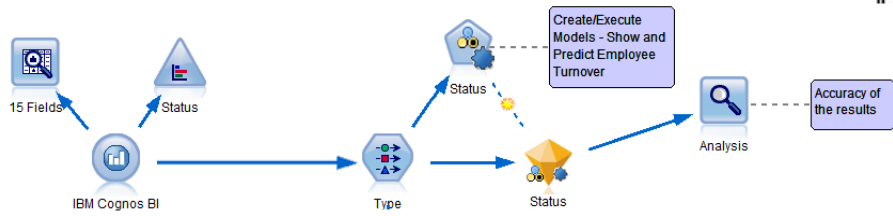
Growing Method: CRT

OK Paste Reset Cancel Help

60

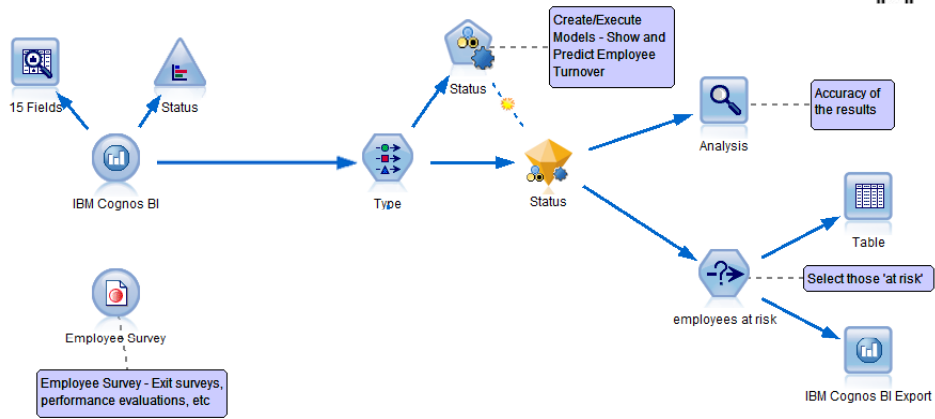


## Predict & Act...

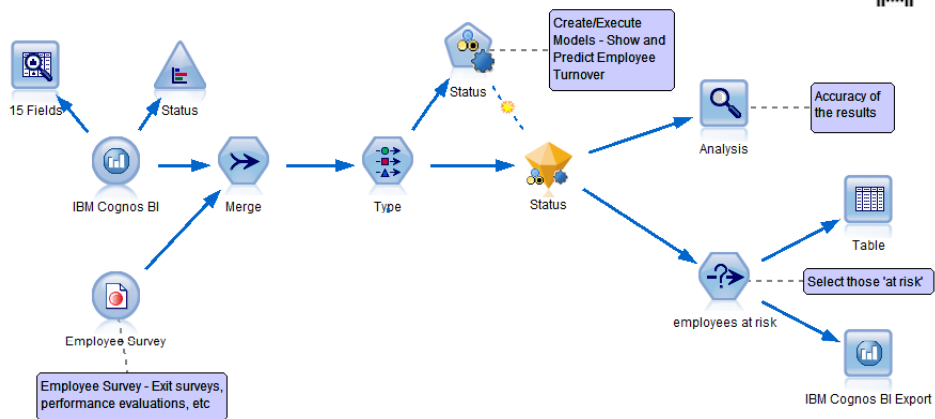




## Include employee surveys



## Include feedback including qualitative data





## Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes



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## Yamaha lets the market drive design



### Business goals

- Provide cutting edge motorbike products
- Be product of choice of motorbike enthusiasts across Europe

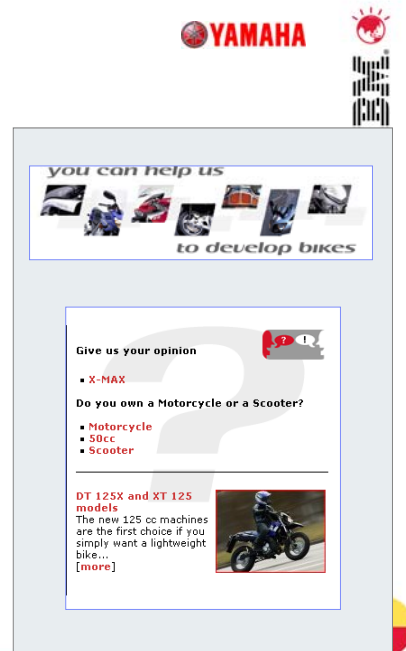


### At A Glance

- Founded in Japan, 1955
- 37,000 employees
- 56% of sales are in Europe and U.S. (evenly split)
- Over 57% of sales from their motorcycle business

## Solution Implemented

- Supplement “formal” market research with fast, focused online surveys
- Use ‘feedback portals’ where customers and prospects share feedback on motorbike design and options
- Incorporate feedback throughout the development process

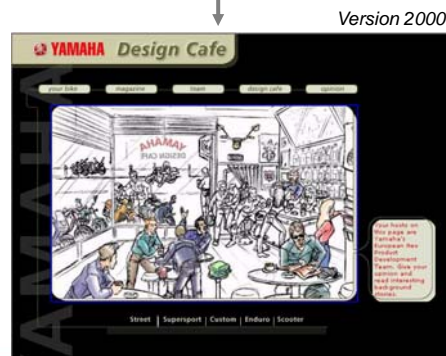


## Created a virtual biker's spot



From reality to virtuality  
A internet bikers cafe

A virtual platform to get information  
And give information



Version 2000

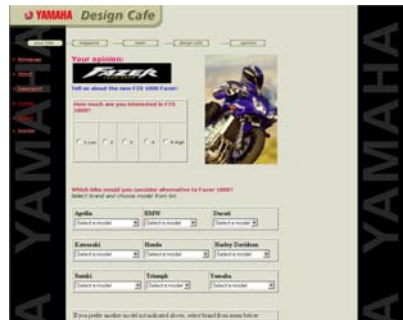
## Virtual biker's chat



Give information

Take information

Early versions in html



## Results



- Ability to proactively address changing market needs in a timely fashion
- Optimised ongoing product development for maximum market impact
- Achieved enhanced competitiveness in the motorbike marketplace
- Improved processes with dealerships



# Making A Difference Today



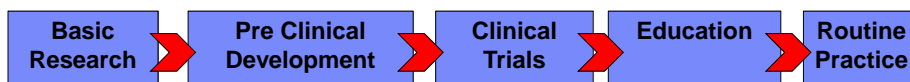
- The Wesley Research Institute (WRI)
- Not-for-profit organisation established in 1994
- Located in the grounds of The Wesley Hospital (TWH) Brisbane



# Translational Research...



The aim is to turn basic scientific findings into better health care outcomes for patients as quickly as possible.



## One step further...



- support the clinical community internationally by piloting an education program

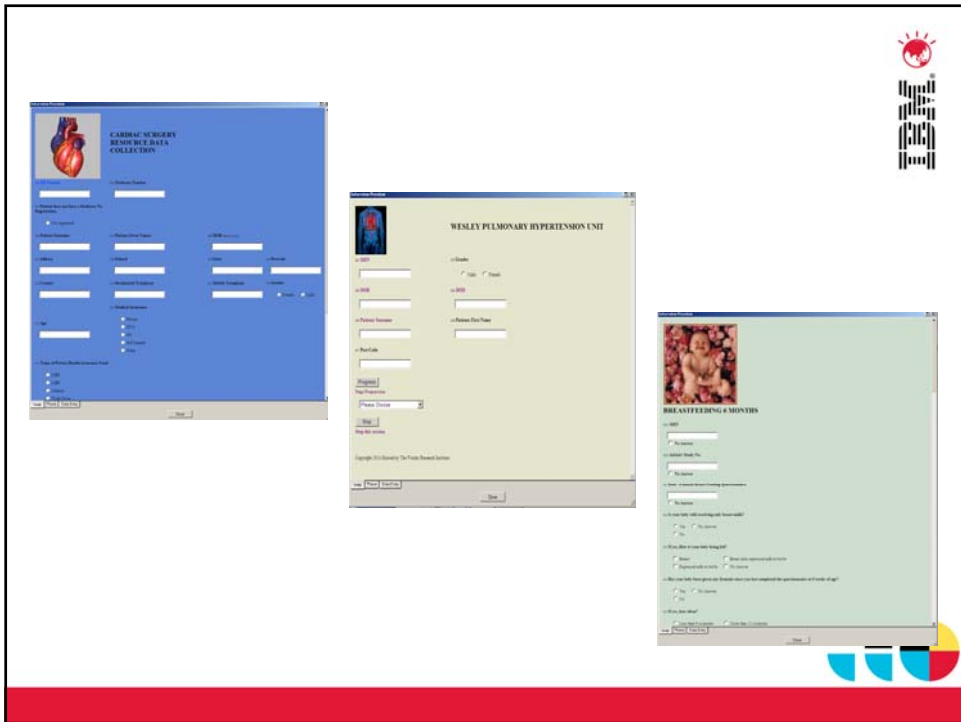
- designed to educate in the area of patient outcome projects, so that clinicians can learn from our processes and take that knowledge back to their own community



How...



A collage of various data collection forms and logos. At the top left is a large, tilted form with a grid. In the center is a yellow form titled "CARDIAC SURGERY RESOURCE DATA COLLECTION 2009 - CO-IP" featuring a heart icon and several input fields. To its right is another tilted form with a grid. Below these is a light blue form titled "VASCULAR AND ENDOVASCULAR Co-IP" with a brain scan icon and input fields. To the right of that is a white form with multiple sections and input fields. In the top right corner is a logo with a red sun and the text "WESLEY HEALTH SERVICES". In the bottom right corner is a logo with four colored quadrants (black, white, blue, yellow).



Three screenshots of data collection software interfaces. The leftmost is a blue interface titled "CARDIAC SURGERY RESOURCE DATA COLLECTION" with a heart icon and various input fields. The middle one is a light green interface titled "WESLEY PULMONARY HYPERTENSION UNIT" with a lung icon and input fields. The rightmost is a light green interface titled "BREASTFEEDING MONITOR" with a baby icon and input fields. All three interfaces have a "Print" button at the bottom. The same "WESLEY HEALTH SERVICES" logo is in the top right, and the four-quadrant logo is in the bottom right.

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1 RespQ01	Numeric	10	0	Serial number	None	None	8	Right	Scale	Input
2 RespQ01	Numeric	1	0	Scan	(0, Not)	None	8	Right	Nominal	Input
3 RespQ02	Numeric	1	0	Interviewer Same/HTM, player	(0, Not)	None	8	Right	Nominal	Input
4 RespQ03	Numeric	1	0	Interviewer Same CATI / HTM, player	(0, Not)	None	8	Right	Nominal	Input
5 RespQ04	Numeric	1	0	Interviewer Same CATI / TTY, player	(0, Not)	None	8	Right	Nominal	Input
6 RespQ05	Numeric	1	0	Data Entry Player	(0, Not)	None	8	Right	Nominal	Input
7 RespQ06	Numeric	1	0	Other	(0, Not)	None	8	Right	Nominal	Input
8 RespQ07	String	40	0	ID	None	None	80	Left	Nominal	Input
9 DCUR01	Numeric	1	0	Completed successfully	(0, Not)	None	8	Right	Nominal	Input
10 DCUR02	Numeric	1	0	Active / in progress	(0, Not)	None	8	Right	Nominal	Input
11 DCUR03	Numeric	1	0	Terminated	(0, Not)	None	8	Right	Nominal	Input
12 DCUR04	Numeric	1	0	Stopped by script	(0, Not)	None	8	Right	Nominal	Input
13 DCUR05	Numeric	1	0	Stopped by respondent	(0, Not)	None	8	Right	Nominal	Input
14 DCUR06	Numeric	1	0	Interview system shutdown	(0, Not)	None	8	Right	Nominal	Input
15 DCUR07	Numeric	1	0	Resumed	(0, Not)	None	8	Right	Nominal	Input
16 DCUR08	Numeric	1	0	Stopped by signal	(0, Not)	None	8	Right	Nominal	Input
17 DCUR09	Numeric	1	0	Text data	(0, Not)	None	8	Right	Nominal	Input
18 DCUR10	Date	10	0	Interview start time	None	None	23	Right	Scale	Input
19 DCUR11	Date	10	0	Interview finish time	None	None	26	Right	Scale	Input
20 DCURMVAR	String	15	0	Matadata version	None	None	15	Left	Nominal	Input
21 DCURF01	Numeric	80	0	Interview termination signal	None	None	8	Right	Scale	Input
22 DENM01N	String	30	0	0001 MDS	None	None	30	Left	Nominal	Input
23 DENM01C	Numeric	1	0	Codes	(1, No Answer)	1	8	Right	Nominal	Input
24 DENM1STU	String	50	0	0002 Initial/ Study No	None	None	10	Left	Nominal	Input
25 DENM1CD	Numeric	1	0	Codes	(1, No Answer)	1	8	Right	Nominal	Input
26 DATE	Date	10	0	001 Date - 6 month Breast Feeding Questionnaire	None	None	8	Right	Scale	Input
27 DATEC	Numeric	1	0	Codes	(1, No Answer)	1	8	Right	Nominal	Input
28 GRUBR01	Numeric	1	0	002 In your baby still receiving only breast milk?	(1, Yes)	3	8	Right	Nominal	Input
29 HOWFED01	Numeric	1	0	Breast	(0, Not)	None	8	Right	Nominal	Input
30 HOWFED02	Numeric	1	0	Expressed milk in bottle	(0, Not)	None	8	Right	Nominal	Input
31 HOWFED03	Numeric	1	0	Breast plus expressed milk in bottle	(0, Not)	None	8	Right	Nominal	Input
32 HOWFED04	Numeric	1	0	No Answer	(0, Not)	None	8	Right	Nominal	Input
33 FORR01	Numeric	1	0	004 Has your baby been given any formula since you last completed the questionnaire?	(1, Yes)	3	8	Right	Nominal	Input
34 ANFF01	Numeric	1	0	005 If yes, how often?	(1, Less than)	4	8	Right	Nominal	Input
35 ANFF02	Numeric	1	0	006 In your baby receiving breast milk and artificial formula?	(1, Yes)	3	8	Right	Nominal	Input
36 FORR01	String	20	0	007 If yes, how many ml of formula per day in your baby receiving (mls)?	None	None	20	Left	Nominal	Input
37 FORR01C	Numeric	1	0	Codes	(1, No Answer)	1	8	Right	Nominal	Input
38 FORR02	Numeric	1	0	008 Are you giving formula instead of breast milk?	(1, Yes)	3	8	Right	Nominal	Input
39 FORR02C	String	40	0	009 Details	None	None	40	Left	Nominal	Input
40 FORR02D	Numeric	1	0	010 Are you giving formula instead of breast milk?	(1, No Answer)	1	8	Right	Nominal	Input

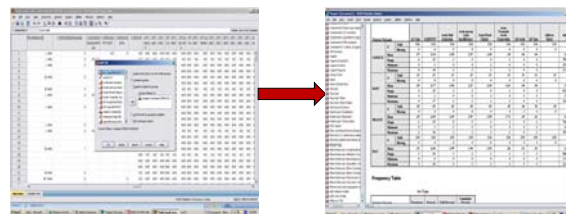
13 clicks...

434 questions x 412 patients = 178,808 cells

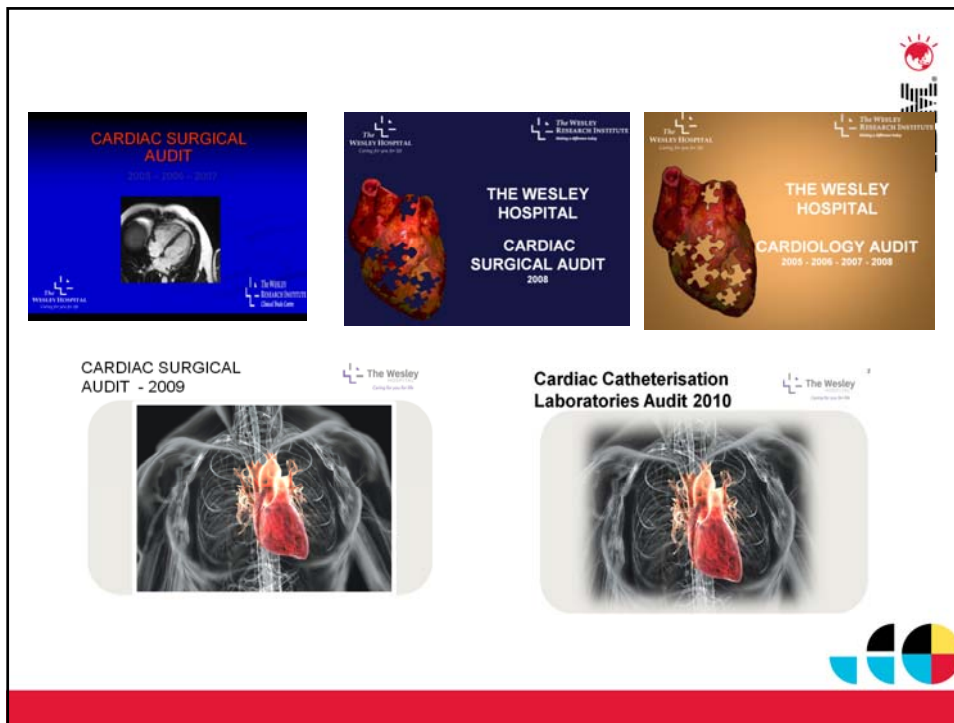
13 clicks (30 seconds)



+ 6 clicks (+ 30 seconds)







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**WIN** an Apple iPad2!!  
Just complete the online survey  
via email link after the event to enter.



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