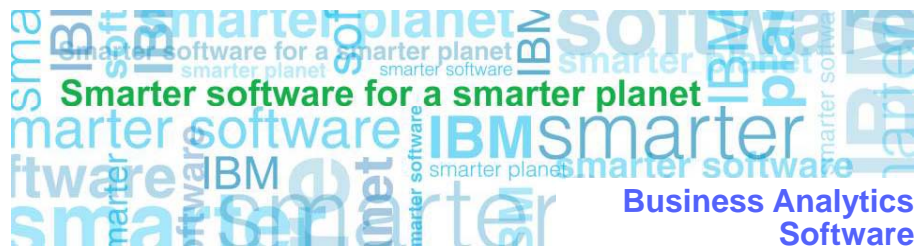


Karen Hardie - Senior Technical Sales Consultant
May 11, 2011



Collecting and Analysing Survey and Research Data



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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

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What If.....

You could use feedback captured from:

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

to make improvements to your businesses, services or programs.

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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.

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Agenda

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

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Agenda

- Why feedback is important
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A Holistic Approach

Descriptive

Behavioural

Interational

Attitudinal

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The End of the Averaged Customer

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

Category	Percentage
Others	83%
Standouts	95%

Getting closer to customers

14% more

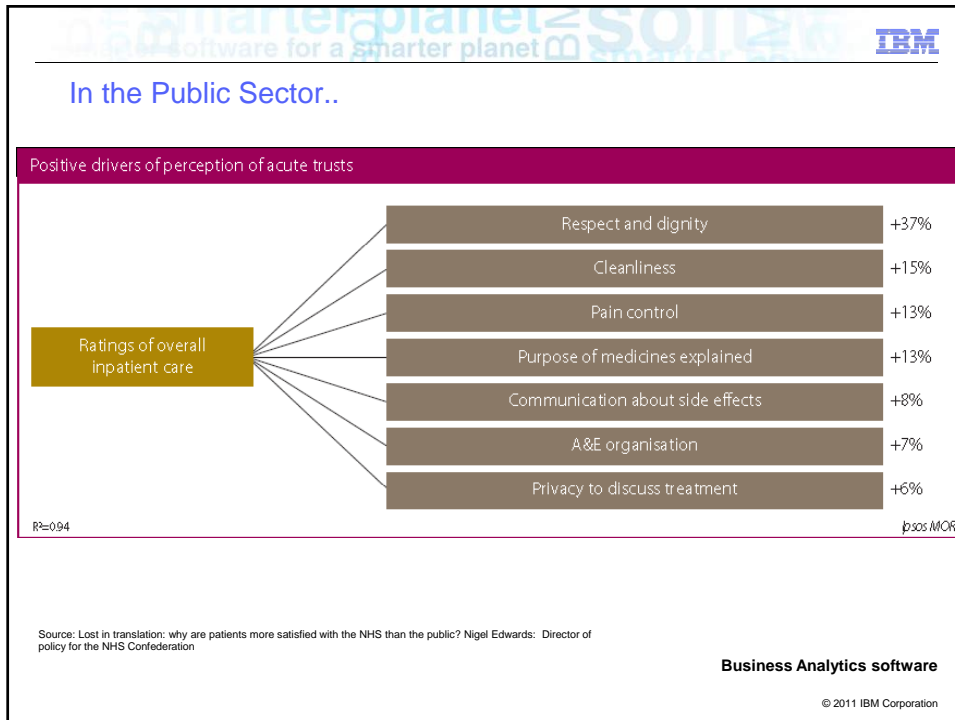
Building intimacy & trust

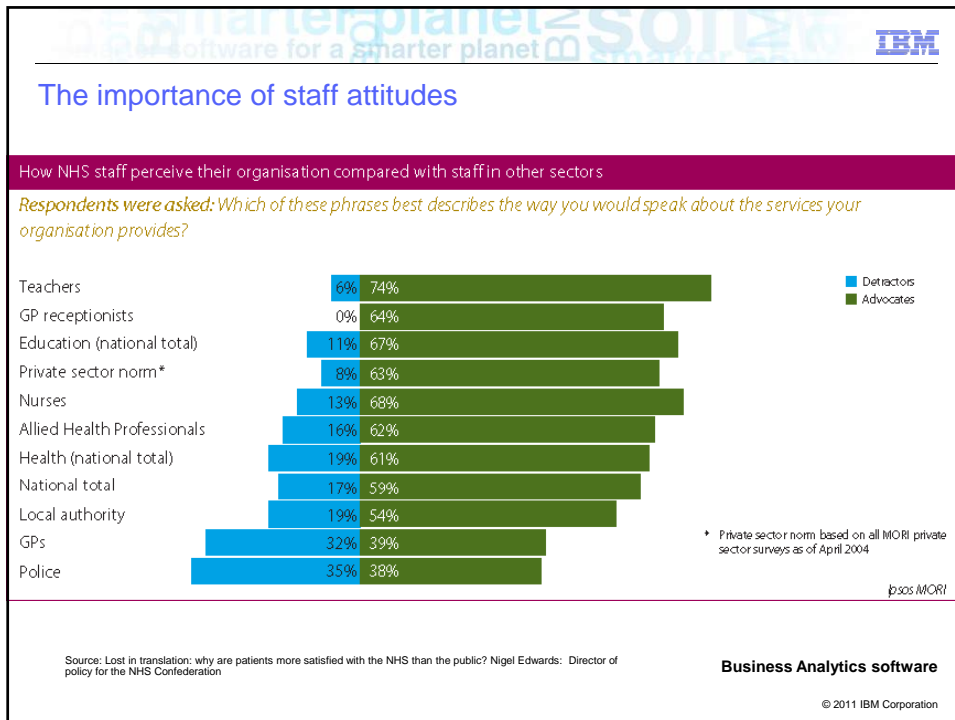
"To surprise customers requires unexpected ideas through interactions of people with diverse perspectives."
Shukuo Ishikawa
 President and CEO, Representative Director, NAMCO BANDAI Holdings, Inc. Japan

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

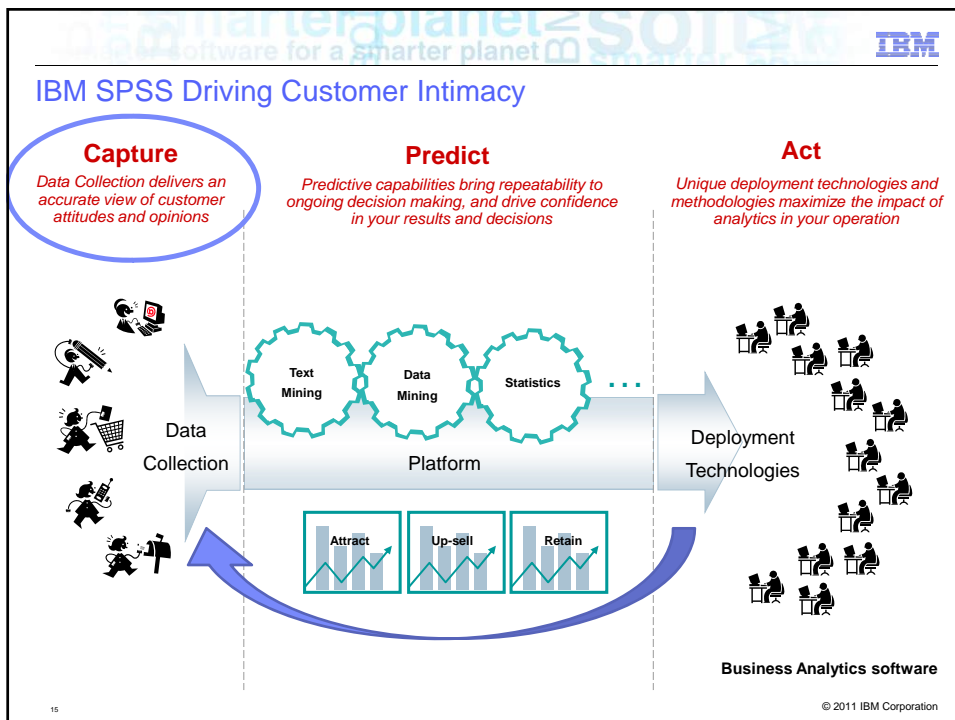
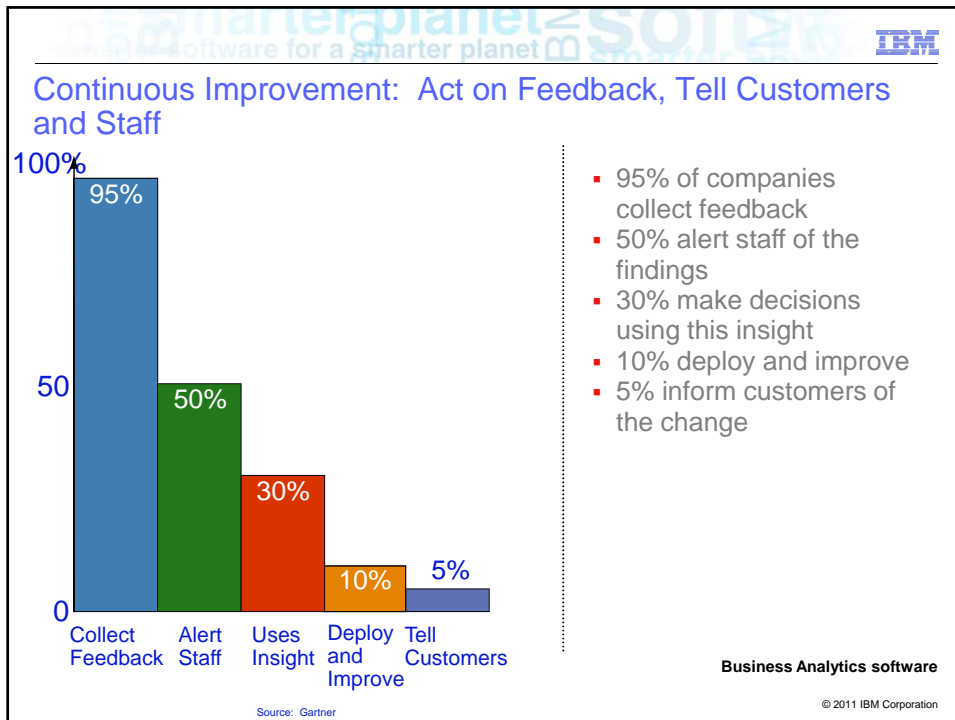
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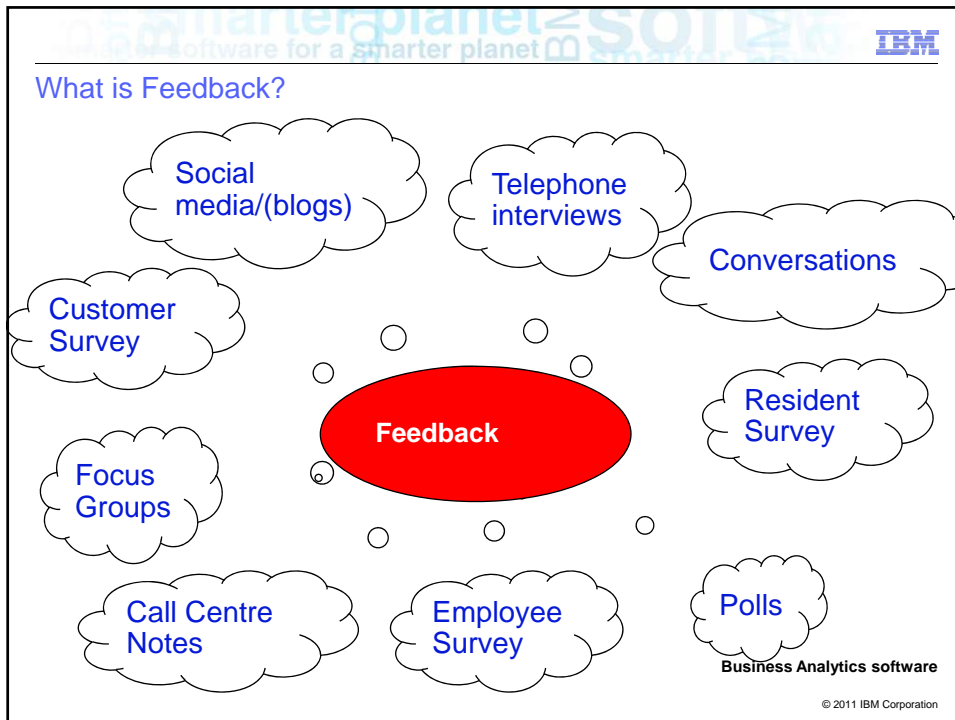
Source: IBM's 2010 Global CEO Study – Capitalizing on Complexity (1,541 CEOs, 60 nations, 33 industries) © 2011 IBM Corporation









- IBM Business Analytics software for a smarter planet
- ### 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
- Business Analytics software
- © 2011 IBM Corporation





- software for a smarter planet IBM
- ### Agenda
- Why feedback is important
 - IBM SPSS Data Collection – Demonstration
 - Add value with IBM SPSS Statistics
 - Customer Successes
- Business Analytics software
- 17
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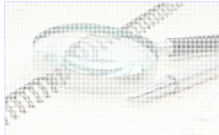




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IBM SPSS Data Collection


Author

- Author once
- Re-use
- Standardise questionnaires
- Control
- 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.

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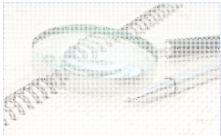


Demonstration

Author

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Author

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

Deploy


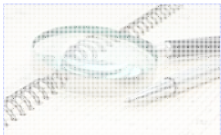


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IBM SPSS Data Collection

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

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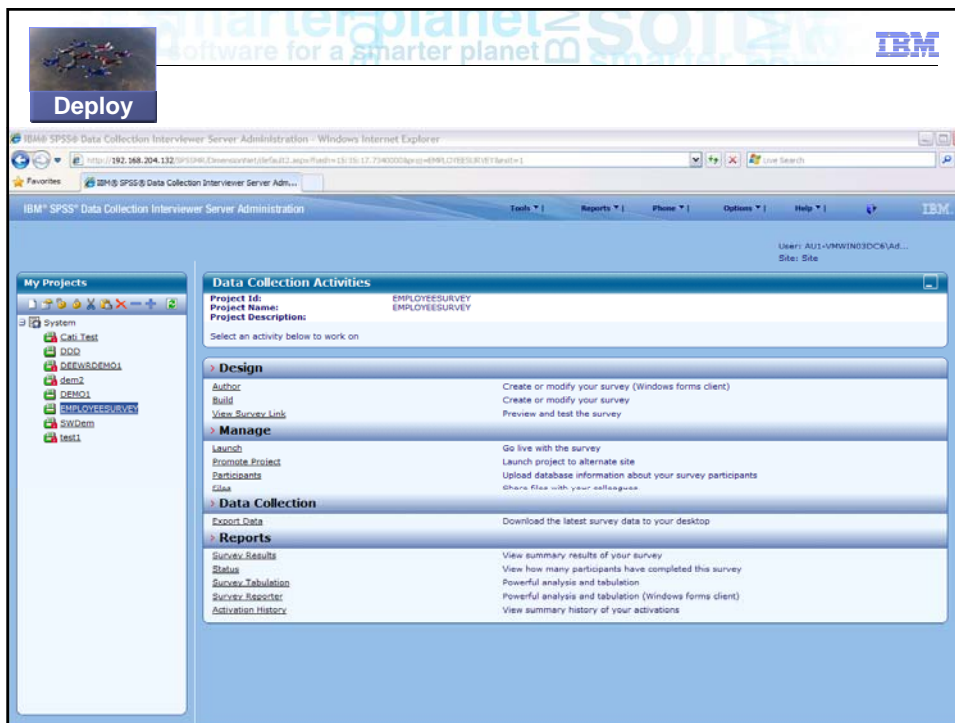
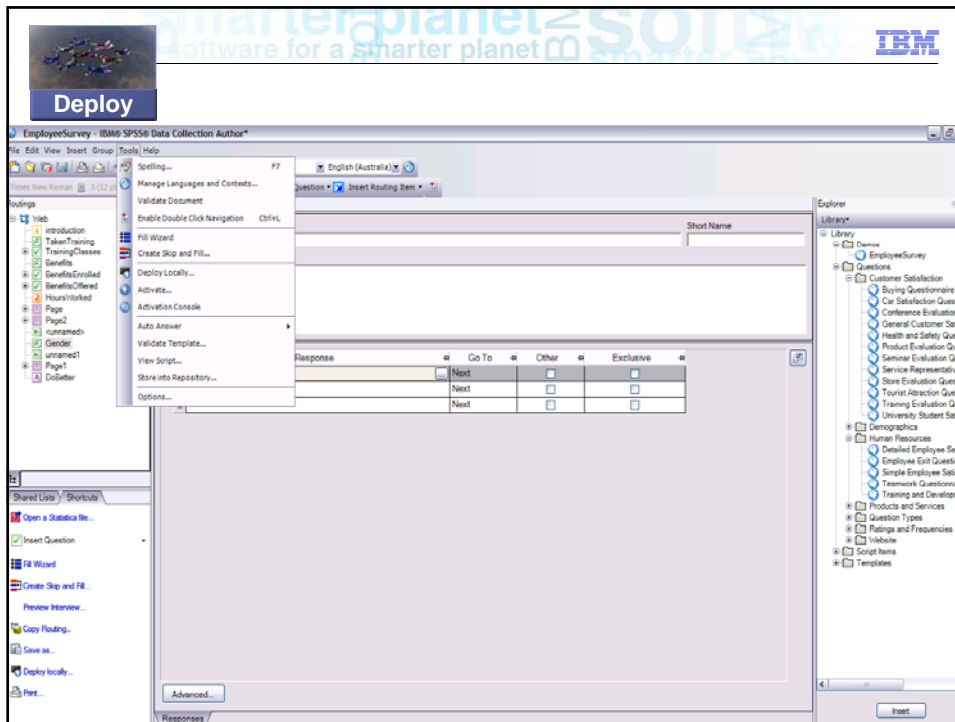
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Demonstration

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Deploy

View Survey Link - Windows Internet Explorer

Participants wanting to take the 'live' survey should use this URL:
http://A11_VMW/IN3DC6/myWeb/m1Web.dll?Project=EMPLLOYEE_SURVEY
 Copy to Clipboard

Designers wanting to test the survey should use this URL:
http://A11_VMW/IN3DC6/myWeb/m1Web.dll?Project=EMPLLOYEE_SURVEY&Test=1
 Copy to Clipboard

Close

Deploy 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

s software
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Deploy Telephone

IBM® SPSS® Data Collection Interviewer Server Administration

My Projects

- System
- Call_Test
- CDQ
- DEWRDEMO1
- dem2
- DEMO1
- EmployeeSurvey2
- SiteDem
- test1

Data Collection Activities

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

Select an activity below to work on

Category	Activity	Description
Design	Author	Create or modify your survey (Windows forms client)
	Build	Create or modify your survey
	View Survey Links	Preview and test the survey
Manage	Launch	Go live with the survey
	Promote Project	Launch project to alternate site
	Participants	Upload database information about your survey participants
	Participant Rules	Specify how participants access your survey
	Email	Invite participants to take your survey
	Phone Surveys	Manage telephone-based interviewing
	Review Interviews	Review data collection interviews
Data Collection	Share Files	Share files with your colleagues
	Phone Participants	Telephone respondents to participate in a survey
Reports	Export Data	Download the latest survey data to your desktop
	Survey Results	View summary results of your survey
	Status	View how many participants have completed this survey
Reports	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

Deploy Telephone

IBM® SPSS® Data Collection Interviewer Server Administration

My Projects

- System
- DEWRDEMO1
- EmployeeSurvey2

Data Collection Activities

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

Select an activity below to work on

Category	Activity	Description
Data Collection	Phone Participants	Telephone respondents to participate in a survey

Deploy Telephone

IBM® SPSS® Data Collection Phone Interviews

Project: EmployeeSurvey2

Click the 'Next Contact' button to retrieve the next contact

- Next Contact
- Get Specific Contact
- Change Project
- Exit

Deploy Telephone

Id: EID21 PhoneNumber: +612123456789 PreviousQueue: FRESH

Comments: Project: MTSHRDEM1

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?

Call Outcomes:

- Abandoned
- Answering machine
- Appointment
- Away For Duration of Study
- Business
- Ruzy
- Cell 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
- Maxn Interviewer Required
- Network busy

Telephone

ID	<input type="text" value="EID15"/>	PhoneNumber	<input type="text" value="+61278271727"/>	edit	PreviousQueue	<input type="text" value="FRESH"/>
Name	<input type="text" value="John Smith"/>	Project	<input type="text" value="EmployeeSurvey2"/>			
Comments	<input type="text"/>					edit

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

Employment

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

(1) Yes(2) No

App

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 style="width: 30px;" type="text"/>
I am happy with my current position.	(1)	(2)	(3)	(4)	(5)	<input style="width: 30px;" type="text"/>
I have all the resources I need to do my job.	(1)	(2)	(3)	(4)	(5)	<input style="width: 30px;" type="text"/>

[Previous](#) [Next](#) [Stop](#)

Paper – Scan or data enter

Serial number

Department

What Department do you work in?

<input type="checkbox"/> Sales	<input type="checkbox"/> Finance and Administration
<input type="checkbox"/> Marketing	<input type="checkbox"/> Logistics and Warehousing

Region

In what region are you located?

<input type="checkbox"/> Australasia	<input type="checkbox"/> Middle East
<input type="checkbox"/> North America	<input type="checkbox"/> Africa
<input type="checkbox"/> South America	<input type="checkbox"/> Other
<input type="checkbox"/> UK/Europe	<input type="checkbox"/> 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 MT S?

<input type="checkbox"/> Under 1 year	<input type="checkbox"/> 5-10 years
<input type="checkbox"/> 1-2 years	<input type="checkbox"/> Over 10 years
<input type="checkbox"/> 2-5 years	

Deploy **Call Centres**

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Deploy **Call Centres**

http://chainmypass - Associated Banking Corporation - Call Center - Microsoft Internet Explorer

Associated Banking Corporation

Search: [] [Go]

October 24, 2004

ABC Call Center: Welcome Tom! | My Activities | Team Activities | Products | Charts | Instructions | Help | Log-off

Phone Calls: [Get Call] [End Call] [Hold Call] [Directory]

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

Last Name: Anderson First Name: Ellen

Address: 123 Maple Drive

City: Bloomington State: IL Zip: 61234

Gender: Female SS #: 111-22-9333

Phone Number: 555-555-1212 Work: 555-555-2222

Other Accounts: Checking Account

Recommendations:

- Family Savings Account
- Premium Savings Account

Service:

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

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

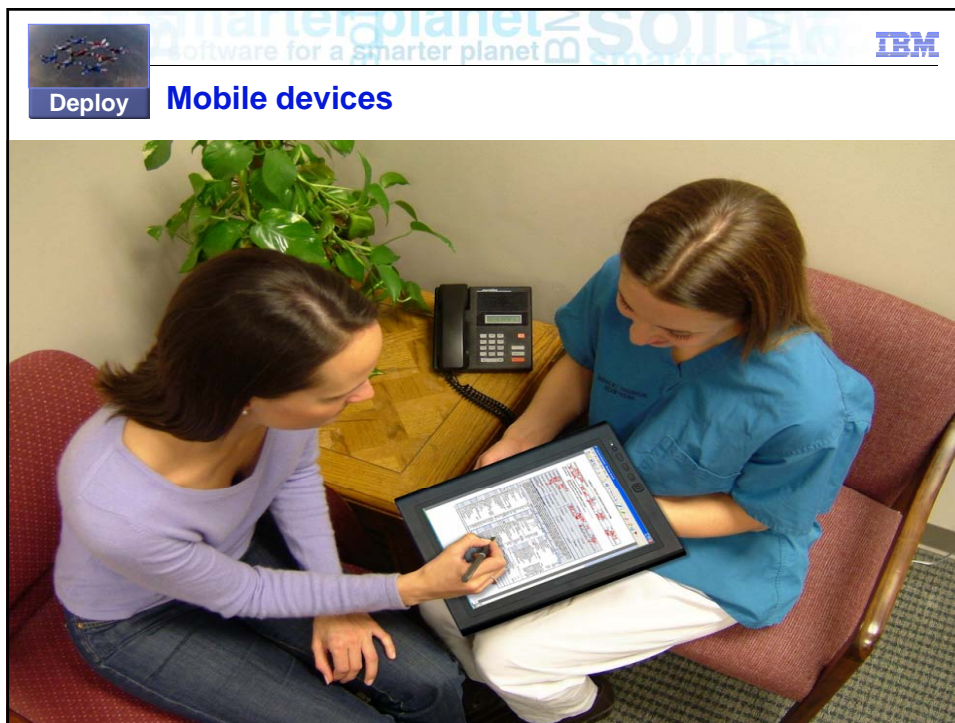
Do you currently have investment products with other banks?

Do you intend to make ABC bank your primary bank?

Yes No Update Recommendations

Value

Retention Score:



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Author **Deploy** **Analyse** **Distribute**

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

Business Analytics software

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Analyse

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.

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Analyse

Demonstration


Business Analytics software

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Access

Analyse



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

My Projects

- System
- Cati_Test
- PDD
- DEEWRDEMO1
- dem2
- DEMO1
- EmployeeSurvey2
- SWDCem
- test1

Data Collection Activities

Project Id: EMPLOYEESSURVEY2
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

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

> 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

User: AU1-VMWIN03DC6Ad...


Site: Site

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Author




Deploy



Analyse

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



Distribute

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Author Deploy Analyse Distribute

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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.

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Distribute

Demonstration

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Author **Deploy** **Analyse** **Distribute**

- Improve processes
- Actionable information
- Accessible information

B

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Author	Deploy	Analyse	Distribute
<ul style="list-style-type: none"> ■ Easy to use ■ Centralise & share survey assets ■ Control Access ■ Increase in efficiency ■ Faster to react 	<ul style="list-style-type: none"> ■ Increase participation ■ Easy to control ■ Engage your stakeholders ■ Increase efficiency ■ Get timely results 	<ul style="list-style-type: none"> ■ Easy to use ■ Ready access to information ■ Real time results ■ Allows Proactive ■ Increased productivity 	<ul style="list-style-type: none"> ■ Improve processes ■ Actionable information ■ Accessible information

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Agenda

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

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IBM

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

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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

6: 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	Department	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

IBM

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

	Base	VeryPoor	Poor	Average	Good	VeryGood	M
How would you rate MTS as an employer on each of the following factors							
The benefits program is good	300 100%	57 19%	52 17%	55 18%	63 21%	73 24%	3
Communication between the different parts of the company is good	300 100%	57 19%	63 21%	40 13%	70 23%	70 23%	3
My immediate supervisor is good at managing me	300 100%	62 21%	44 15%	60 20%	73 24%	61 20%	3
I am a satisfied employee	300 100%	65 22%	46 15%	62 21%	52 17%	75 25%	3
I am recognised for doing a good job	300 100%	53 18%	52 17%	68 23%	71 24%	56 19%	3
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
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
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
I understand the company's goals, strategies and mission	300 100%	61 20%	49 16%	67 22%	64 21%	59 20%	3
This company creates an environment where talented people can flourish	300 100%	58 19%	57 19%	73 24%	41 14%	71 24%	3
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
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
I think there are opportunities for career growth at this company	300 100%	60 20%	58 19%	57 19%	71 24%	54 18%	3
Communication within my department is good	300 100%	63 21%	61 20%	52 17%	61 20%	63 21%	3
I receive enough training to be able to improve my skills	300 100%	58 19%	65 22%	67 22%	48 16%	62 21%	3
	300	64	66	54	54	65	3

*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
13	Reason	String	100	0	Reasons for recommending/not recommending	None
14	rating01	Numeric	1	0	I am recognized for doing a good job	{1, Very poo...
15	rating02	Numeric	1	0	This company creates an environment where talented people can flourish	{1, Very poo...
16	rating03	Numeric	1	0	I am happy with my current position	{1, Very poo...
17	rating04	Numeric	1	0	I would recommend employment at this company	{1, Very poo...
18	rating05	Numeric	1	0		{1, Very poo...
19	rating06	Numeric	1	0		{1, Very poo...
20	rating07	Numeric	1	0		{1, Very poo...
21	rating08	Numeric	1	0		{1, Very poo...
22	rating09	Numeric	1	0		{1, Very poo...
23	rating10	Numeric	1	0		{1, Very poo...
24	rating11	Numeric	1	0		{1, Very poo...
25	rating12	Numeric	1	0		{1, Very poo...
26	rating13	Numeric	1	0		{1, Very poo...
27	rating14	Numeric	1	0		{1, Very poo...
28	rating15	Numeric	1	0		{1, Very poo...
29	rating16	Numeric	1	0		{1, Very poo...
30	rating17	Numeric	1	0		{1, Very poo...
31	rating18	Numeric	1	0		{1, Very poo...
32	rating19	Numeric	1	0	I have enough information to do my job well	{1, Very poo...
33	rating20	Numeric	1	0	I think there are opportunities for career growth at this company	{1, Very poo...
34	rating21	Numeric	1	0	My performance review provides me with information I need to better do my job	{1, Very poo...
35	rating22	Numeric	1	0	Communication within my department is good	{1, Very poo...
36	rating23	Numeric	1	0	My immediate supervisor is good at managing others	{1, Very poo...
37	FAC1_1	Numeric	11	5	REGR factor score 1 for analysis 1	None
38	FAC2_1	Numeric	11	5	REGR factor score 2 for analysis 1	None

Factor Analysis

Variables:

- Department (Dep...)
- Region (Region)
- Year born (born)
- Age (age)
- Age (Banded) (ag...)
- Years of employ...
- Gender (gender)
- Description of Ma...
- Description of Ma...

Selection Variable:

Value: _____

Buttons: Descriptives..., Extraction..., Rotation..., Scores..., Options..., OK, Paste, Reset, Cancel, Help

Rotated Component Matrix ^a			
	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			

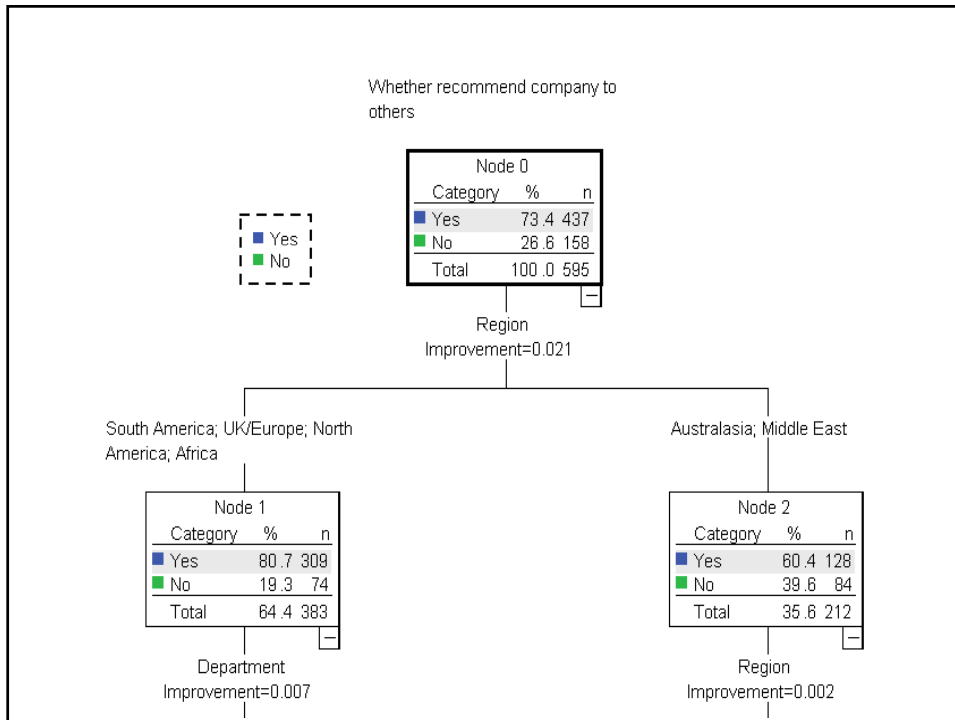
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

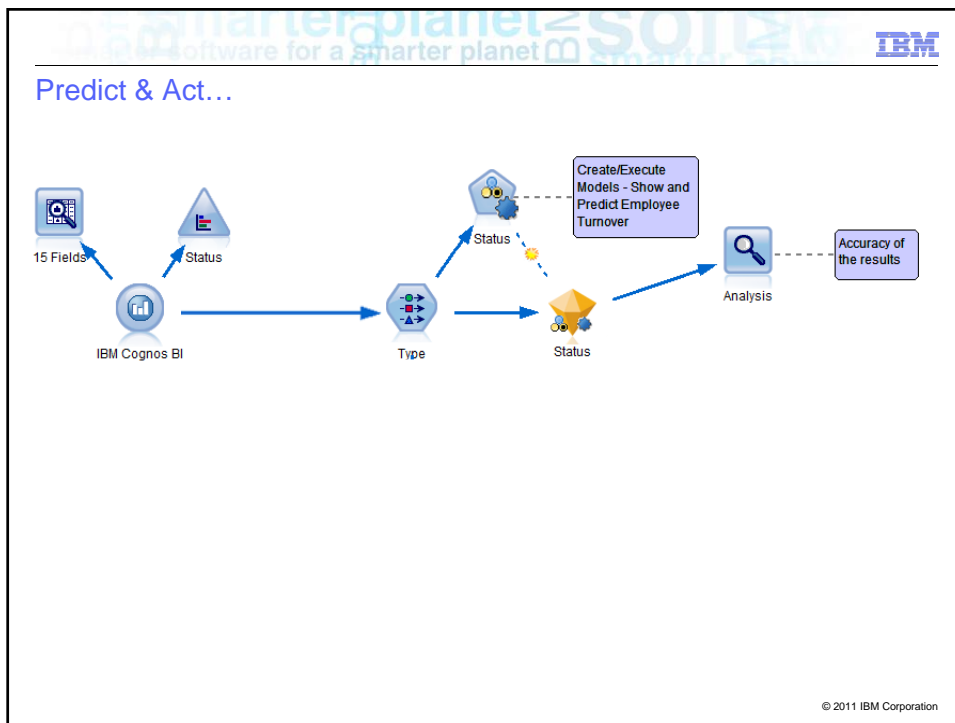
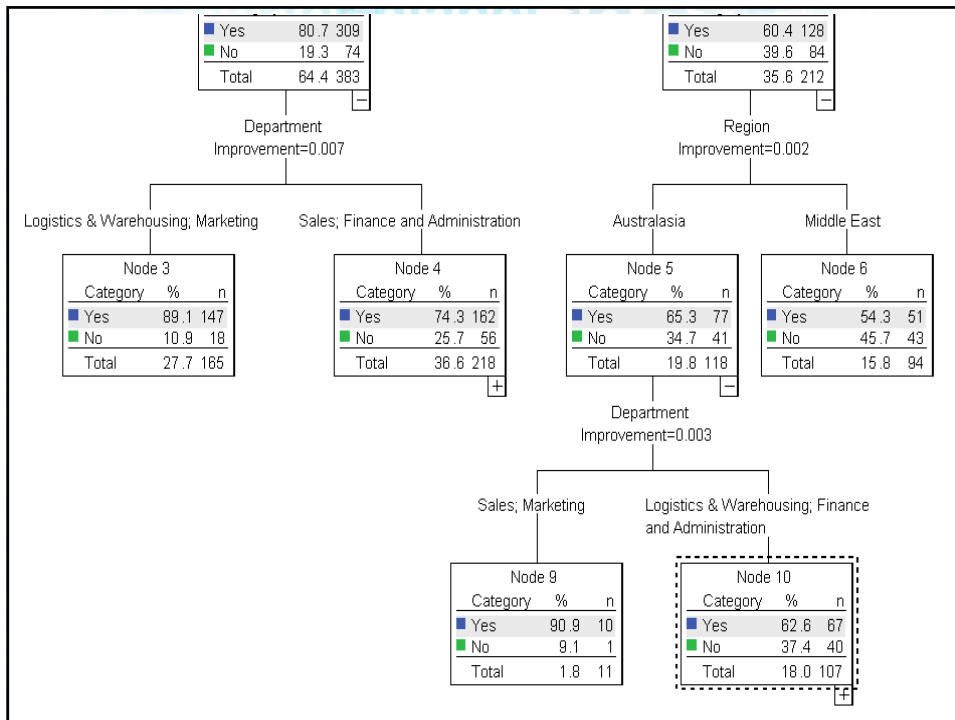
	gender	ManagerDesc1	ManagerDesc2	ManagerDesc3	Recommen
1	Male	Compassionate	Demanding	0	No
2	Female	Autocratic	0	0	Whether recommend company to others
3	Female	Autocratic	0	0	No answer
4	Male	Autocratic	Shows Leadership	Demanding	No
5	Male	Approachable	Shows Leadership	0	Yes
6	Male	Autocratic	Shows Leadership	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

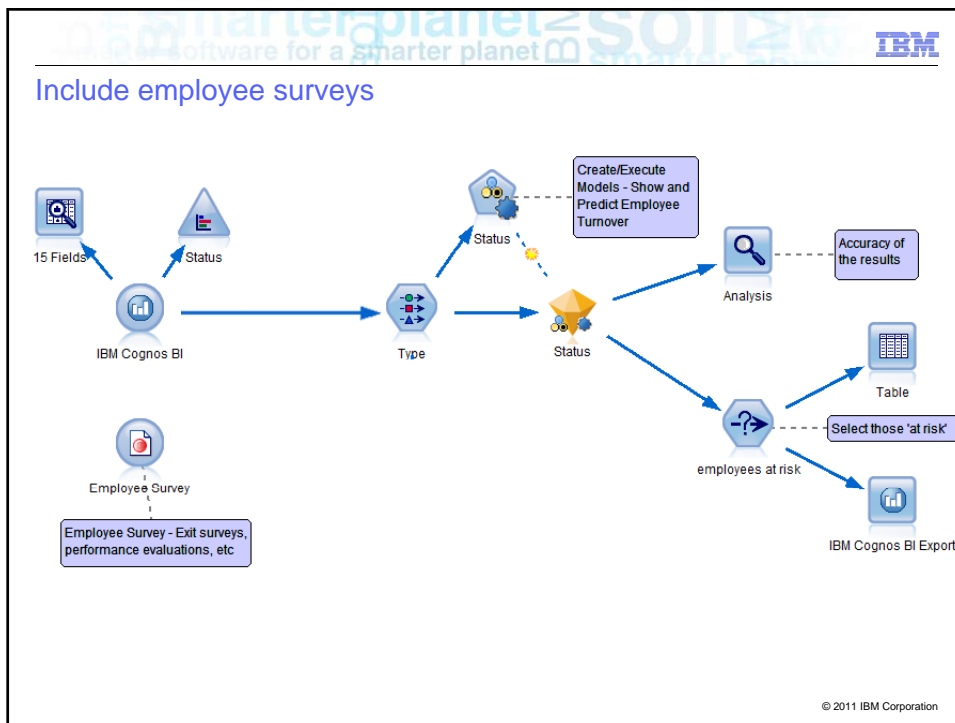
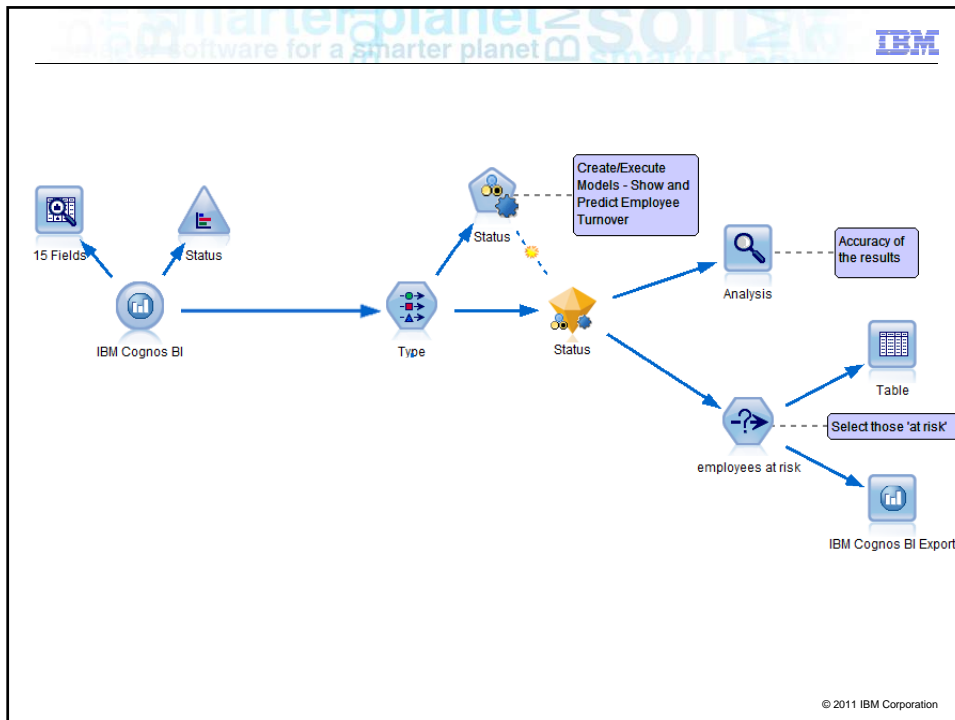
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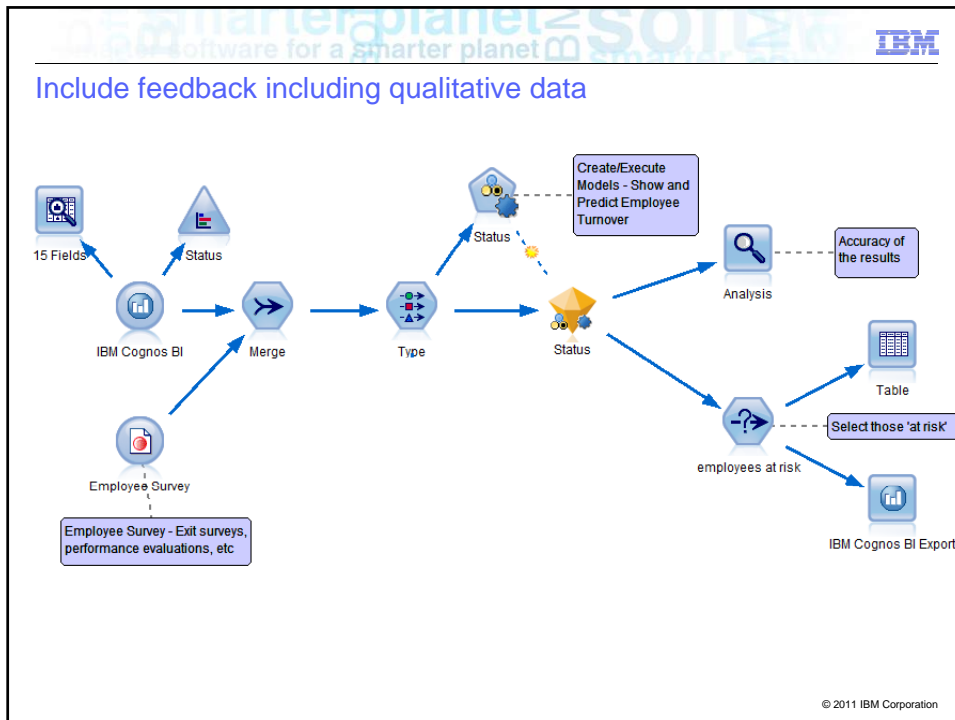
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Agenda

- 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

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YAMAHA IBM

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

you can help us
to develop bikes

Give us your opinion


- X-MAX

Do you own a Motorcycle or a Scooter?

- Motorcycle
- 50cc
- Scooter

DT 125X and XT 125 models

The new 125 cc machines are the first choice if you simply want a lightweight bike...
[more]



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IBM Business Analytics software for a smarter planet

IBM

Created a virtual biker's spot

**From reality to virtuality
A internet bikers cafe**

Version 2000

**A virtual platform to get information
And give information**

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IBM Business Analytics software for a smarter planet

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Virtual biker's chat



Give information

Take information

Early versions in html

Business Analytics software

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software for a smarter planet  

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

Business Analytics software

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Making A Difference Today

- **The Wesley Research Institute (WRI)**
- **Not-for-profit organization 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.

Basic Research → Pre Clinical Development → Clinical Trials → Education → Routine Practice

The Wesley Research Institute
Making a difference today

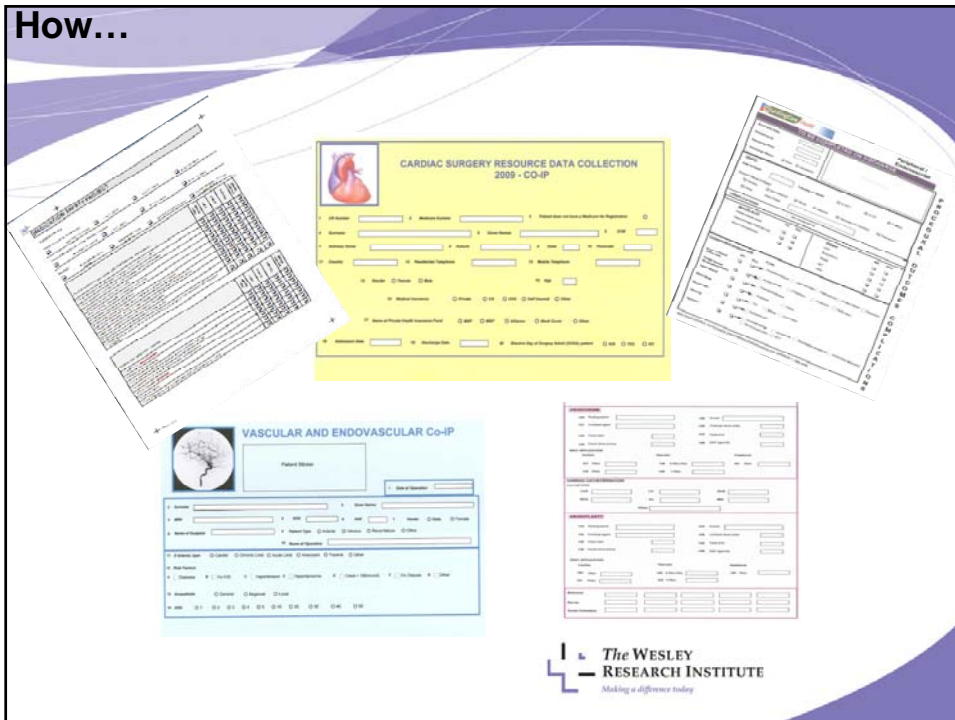
One step further...



- 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



The Wesley Research Institute
Making a difference today



How...

The Wesley Research Institute logo is located at the bottom right of this section.

Export to analyse...

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Metrics	Role
1 RespCo2	Numeric	10	0	Spinal number	None	None	8	Right	Scale	Input
2 RespCo1	Numeric	5	0	Scan	{0, No}	None	8	Right	Normal	Input
3 RespCo3	Numeric	5	0	Interviewer Same/HITM, player	{0, No}	None	8	Right	Normal	Input
4 RespCo3	Numeric	5	0	Interviewer Same CATI / HITM, player	{0, No}	None	8	Right	Normal	Input
5 RespCo4	Numeric	5	0	Interviewer Same CATI / TTS, player	{0, No}	None	8	Right	Normal	Input
6 RespCo5	Numeric	5	0	Data Entry Player	{0, No}	None	8	Right	Normal	Input
7 RespCo6	Numeric	5	0	Other	{0, No}	None	8	Right	Normal	Input
8 Response	String	50	0	ID	None	None	50	Left	Normal	Input
9 DCURSE1	Numeric	5	0	Completed successfully	{0, No}	None	8	Right	Normal	Input
10 DCURSE2	Numeric	5	0	Active / in progress	{0, No}	None	8	Right	Normal	Input
11 DCURSE3	Numeric	5	0	Timed out	{0, No}	None	8	Right	Normal	Input
12 DCURSE4	Numeric	5	0	Stopped by input	{0, No}	None	8	Right	Normal	Input
13 DCURSE5	Numeric	5	0	Stopped by respondent	{0, No}	None	8	Right	Normal	Input
14 DCURSE6	Numeric	5	0	Interview system shutdown	{0, No}	None	8	Right	Normal	Input
15 DCURSE7	Numeric	5	0	Cancelled	{0, No}	None	8	Right	Normal	Input
16 DCURSE8	Numeric	5	0	Stopped by signal	{0, No}	None	8	Right	Normal	Input
17 DCURSE9	Numeric	5	0	Test data	{0, No}	None	8	Right	Normal	Input
18 DCURSE10	Numeric	5	0	Interview start time	None	None	23	Right	Scale	Input
19 DCURSE11	Date	10	0	Interview break time	None	None	26	Right	Scale	Input
20 DCURSE12	Date	10	0	Interview start time	None	None	10	Left	Normal	Input
21 DCURSE13	Numeric	10	0	Interview termination signal	None	None	8	Right	Scale	Input
22 DEMRSH	String	200	0	0001 LMRN	None	None	200	Left	Normal	Input
23 DEMRSH	Numeric	5	0	Codes	{1, No Answer}	1	8	Right	Normal	Input
24 DEMRSH	String	10	0	0002 Initial/ Study No.	None	None	10	Left	Normal	Input
25 DEMRSH	Numeric	5	0	Codes	{1, No Answer}	1	8	Right	Normal	Input
26 DATE	Date	10	0	001 Date - 6 month Breast Feeding Questionnaire	None	None	8	Right	Scale	Input
27 DATE	Numeric	5	0	Codes	{1, No Answer}	1	8	Right	Normal	Input
28 DATE	Numeric	5	0	002 Is your baby still receiving only breast milk?	{1, Yes}	3	8	Right	Normal	Input
29 HOWFEDK1	Numeric	5	0	Breast	{0, No}	None	8	Right	Normal	Input
30 HOWFEDK2	Numeric	5	0	Expressed milk in bottle	{0, No}	None	8	Right	Normal	Input
31 HOWFEDK3	Numeric	5	0	Breast plus expressed milk in bottle	{0, No}	None	8	Right	Normal	Input
32 HOWFEDK4	Numeric	5	0	No Answer	{0, No}	None	8	Right	Normal	Input
33 FORMLQ6	Numeric	5	0	004 How many times has your baby been given any formula since you last completed the questionnaire?	{1, Yes}	3	8	Right	Normal	Input
34 ANFFOR6	Numeric	5	0	005 If yes, how often?	{1, Less than 4 times a day}	4	8	Right	Normal	Input
35 ANFFOR6	Numeric	5	0	006 Is your baby receiving breast milk and artificial formula?	{1, Yes}	3	8	Right	Normal	Input
36 FORMLQ6	String	20	0	007 If yes, how many oz of formula per day is your baby receiving (oz)?	None	None	20	Left	Normal	Input
37 FORMLQ6	Numeric	5	0	Codes	{1, No Answer}	1	8	Right	Normal	Input
38 FORMLQ6	Numeric	5	0	008 Are you giving formula instead of breast milk?	{1, Yes}	3	8	Right	Normal	Input
39 FORINDET1	String	40	0	009 Details	None	None	40	Left	Normal	Input
40 FORINDET1	String	40	0	010 Details	None	None	40	Left	Normal	Input

The Wesley Research Institute logo is located at the bottom right of this section.

13 clicks...

434 questions x 412 patients = 178,808 cells

13 clicks (30 seconds)

+ 6 clicks (+ 30 seconds)

Results...

CARDIAC SURGICAL AUDIT - 2009

Cardiac Catheterisation Laboratories Audit 2010

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Just complete the online survey
via email link after the event.



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