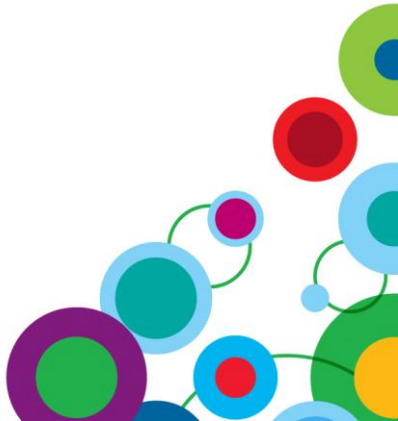
Business Analytics Forum

The Premier Conference for Information and Analytics

November 3-5, 2010 Gold Coast Convention and Exhibition Centre Queensland, Australia

Capture Feedback with IBM SPSS Data Collection

Karen Hardie
Senior Technical Sales Consultant
IBM Software Group

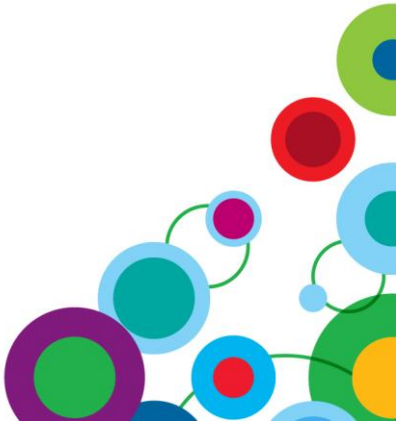


What If.....

You could use feedback captured from:

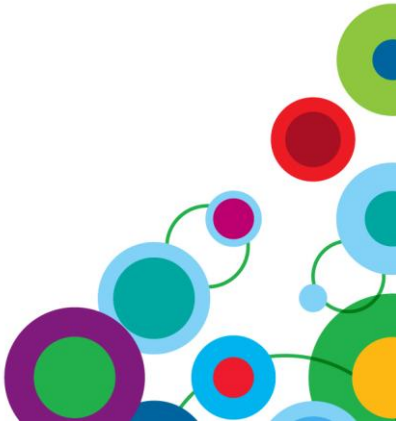
- **Customers**
- **Constituents**
- **Employees**
- **Students**
- **Patients**
- **Stakeholders**

to make improvements to your businesses, services or programs

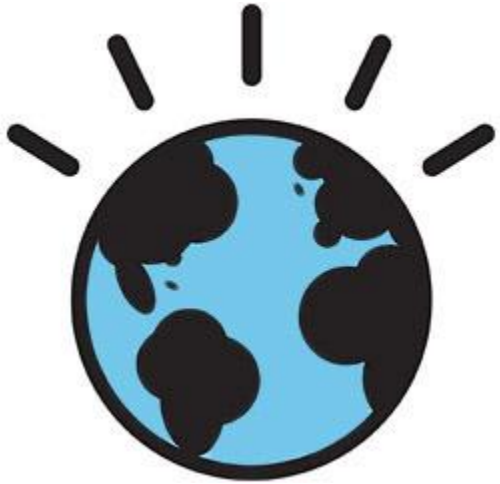


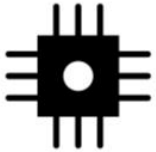
You could.....

- 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.



The world is changing, enabling organisations to make faster, better-informed decisions



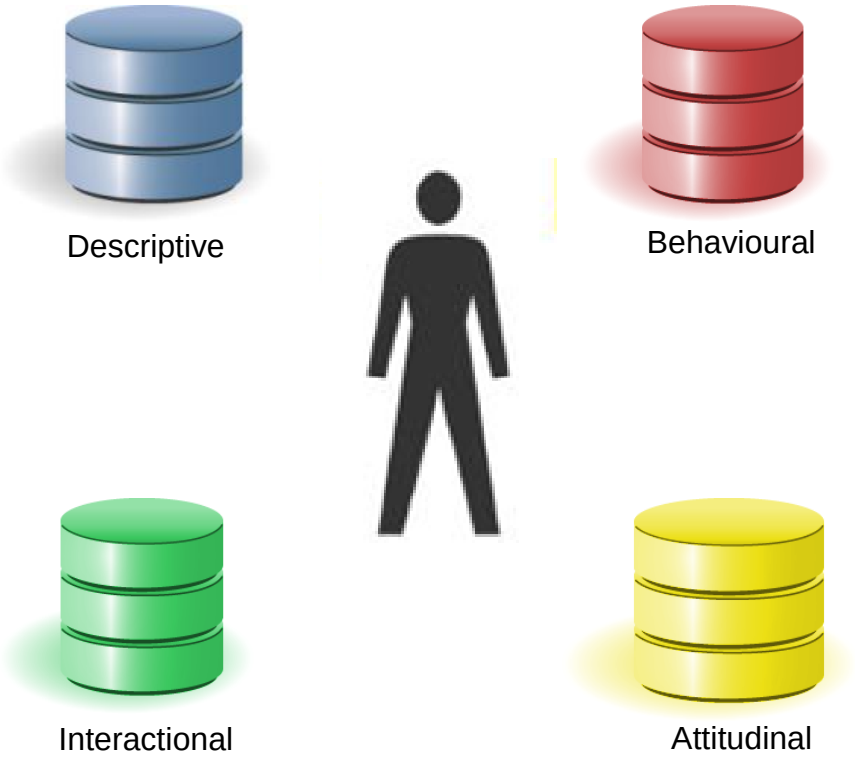


Instrumented

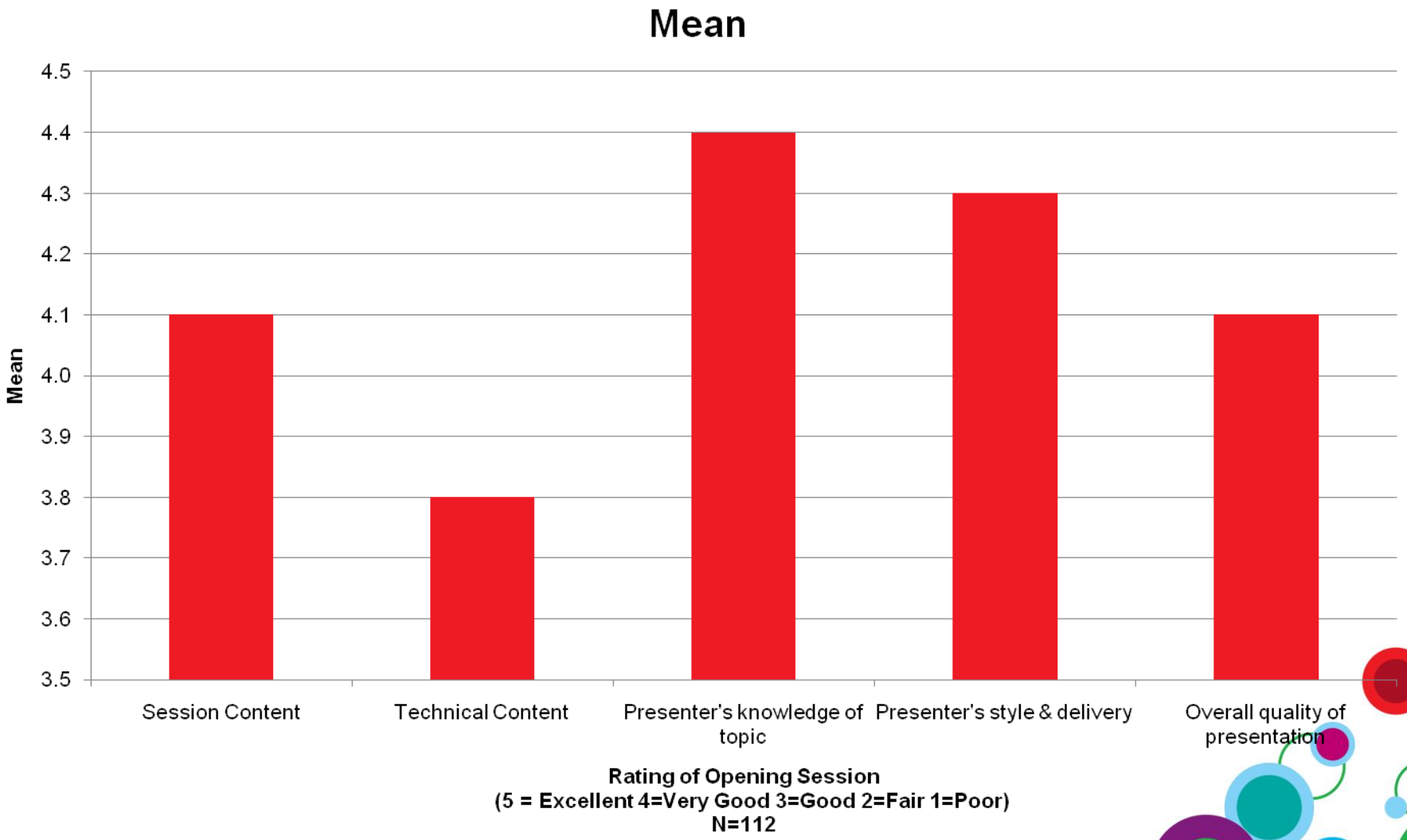
Interconnected

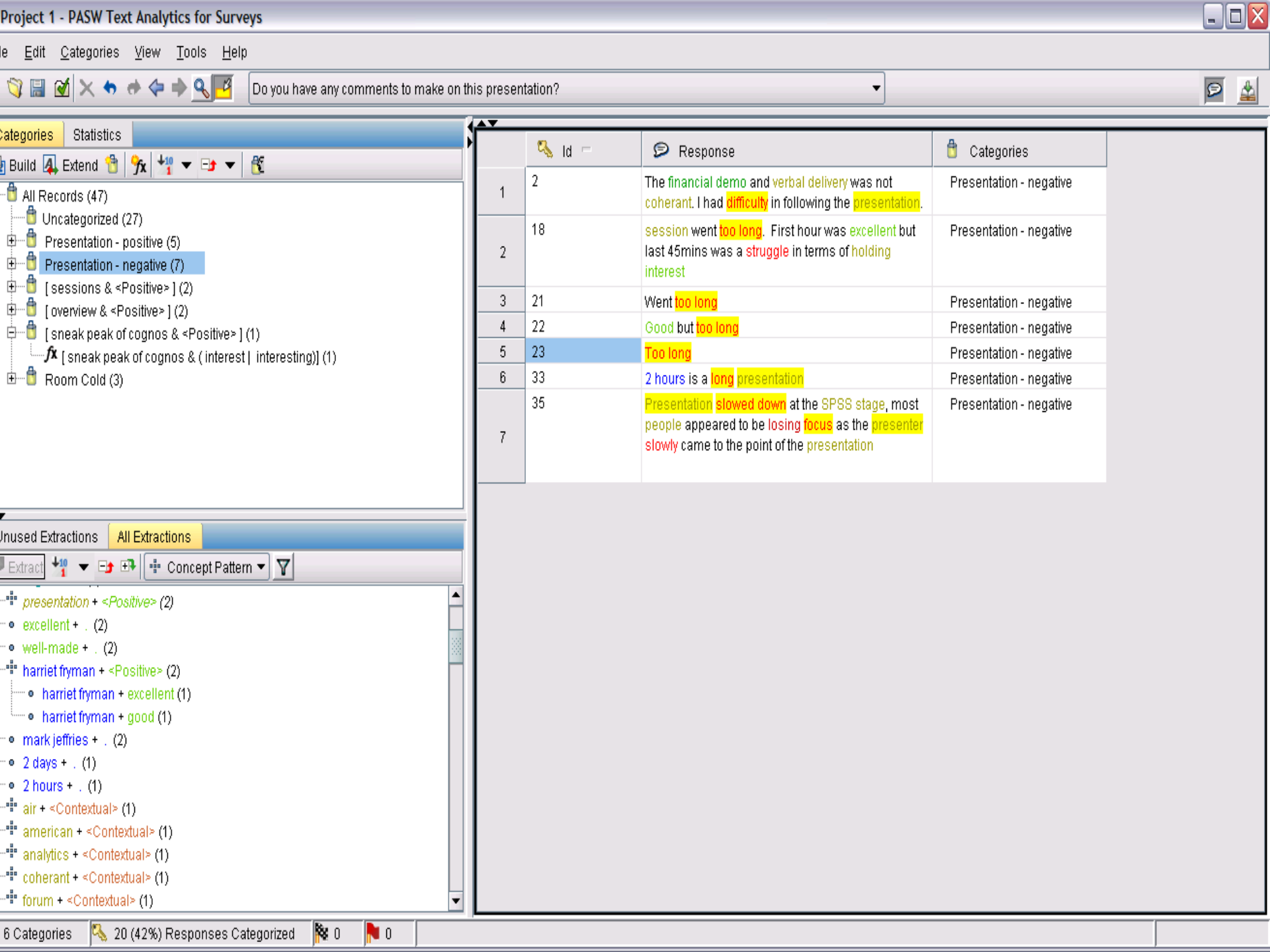
Intelligent

A Holistic Approach



Rating of Opening General Session




Project 1 - PASW Text Analytics for Surveys
Edit Categories View Tools Help
Do you have any comments to make on this presentation?
Categories Statistics
Build Extend
All Records (47)
Uncategorized (27)
Presentation - positive (5)
Presentation - negative (7)
[sessions & <Positive>] (2)
[overview & <Positive>] (2)
[sneak peak of cognos & <Positive>] (1)
[sneak peak of cognos & (interest | interesting)] (1)
Room Cold (3)
Unused Extractions All Extractions
Extract
Concept Pattern
presentation + <Positive> (2)
excellent + . (2)
well-made + . (2)
harriet fryman + <Positive> (2)
harriet fryman + excellent (1)
harriet fryman + good (1)
mark jeffries + . (2)
2 days + . (1)
2 hours + . (1)
air + <Contextual> (1)
american + <Contextual> (1)
analytics + <Contextual> (1)
coherant + <Contextual> (1)
forum + <Contextual> (1)
Id
Response
Categories
1 2 The financial demo and verbal delivery was not coherant. I had difficulty in following the presentation. Presentation - negative
2 18 session went too long. First hour was excellent but last 45mins was a struggle in terms of holding interest Presentation - negative
3 21 Went too long Presentation - negative
4 22 Good but too long Presentation - negative
5 23 Too long Presentation - negative
6 33 2 hours is a long presentation Presentation - negative
7 35 Presentation slowed down at the SPSS stage, most people appeared to be losing focus as the presenter slowly came to the point of the presentation Presentation - negative
6 Categories
20 (42%) Responses Categorized
0
0

IBM SPSS Driving Customer Intimacy

Capture

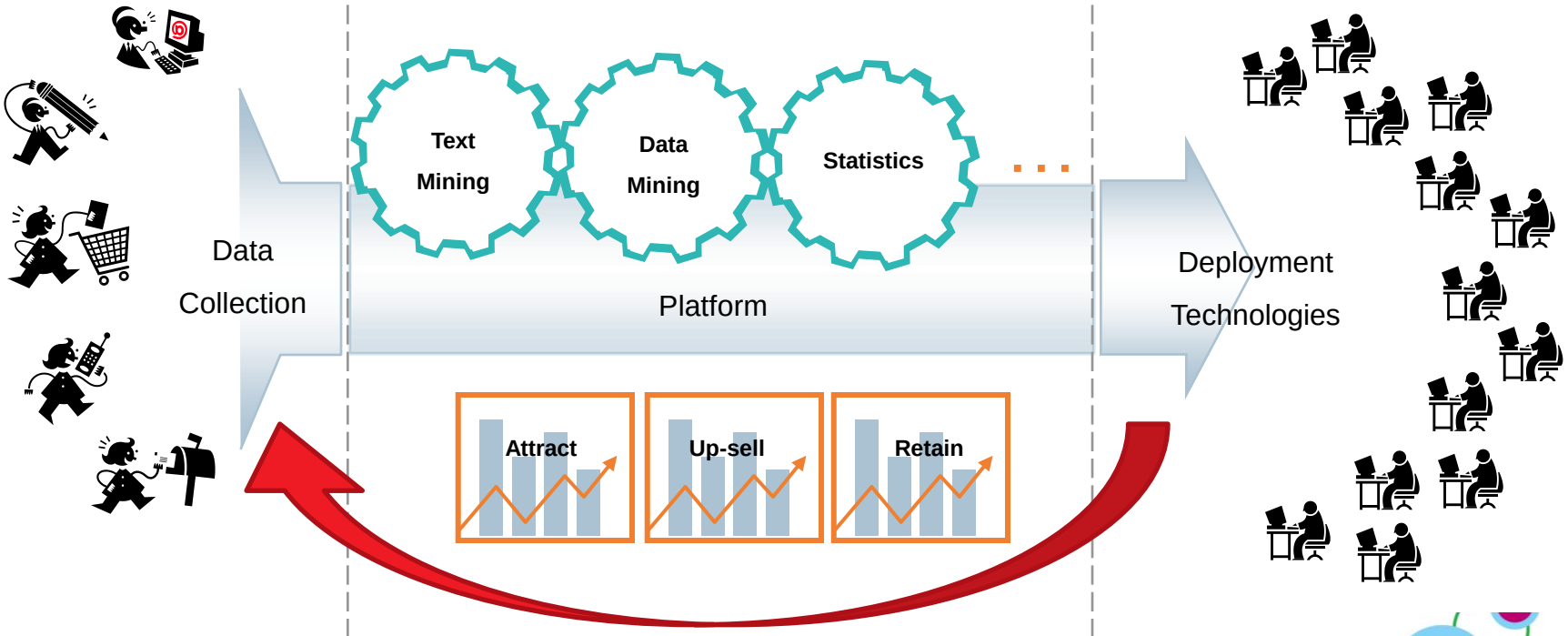
Data Collection delivers an accurate view of customer attitudes and opinions

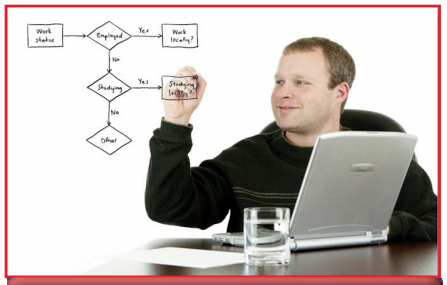
Predict

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



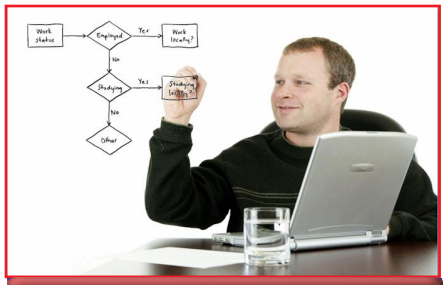


Author

Deploy

Analyse

Distribute



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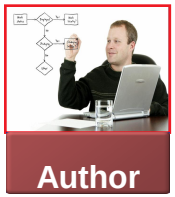
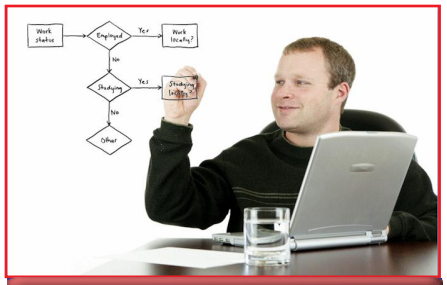


IBM SPSS Data Collection

- 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.

Demonstration



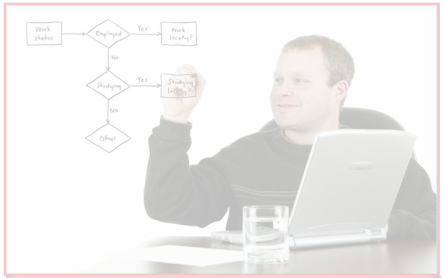
Author

Deploy

Analyse

Distribute

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



Author

Deploy

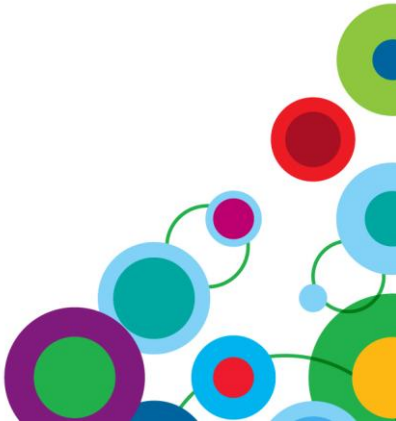
Analyse

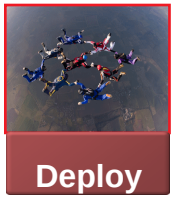
Distribute

IBM SPSS Data Collection

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

Demonstration





Deploy

EmployeeSurvey - IBM® SPSS® Data Collection Author*

File Edit View Insert Group Tools Help

Spelling... F7
Manage Languages and Contexts...
Validate Document
Enable Double Click Navigation Ctrl+L
Fill Wizard
Create Skip and Fill...
Deploy Locally...
Activate...
Activation Console
Auto Answer
Validate Template...
View Script...
Store into Repository...
Options...

English (Australia)

Insert Routing Item

Routings

- Web
  - introduction
  - TakenTraining
  - TrainingClasses
  - Benefits
  - BenefitsEnrolled
  - BenefitsOffered
  - HoursWorked
  - Page
  - Page2
  - <unnamed>
  - Gender
  - unnamed1
  - Page1
  - DoBetter

Short Name

Response	Go To	Other	Exclusive
	Next	☐	☐
	Next	☐	☐
	Next	☐	☐

Shared Lists | Shortcuts

- Open a Statistics file...
- Insert Question
- Fill Wizard
- Create Skip and Fill...
- Preview Interview...
- Copy Routing...
- Save as...
- Deploy locally...
- Print...

Advanced...

Responses

Explorer

Library

- Library
  - Demos
    - EmployeeSurvey
  - Questions
    - Customer Satisfaction
      - Buying Questionnaire
      - Car Satisfaction Question
      - Conference Evaluation Qu
      - General Customer Satisfa
      - Health and Safety Questio
      - Product Evaluation Questi
      - Seminar Evaluation Quest
      - Service Representative E
      - Store Evaluation Question
      - Tourist Attraction Questio
      - Training Evaluation Quest
      - University Student Satisfa
    - Demographics
    - Human Resources
      - Detailed Employee Satisfa
      - Employee Exit Questionn
      - Simple Employee Satisfac
      - Teamwork Questionnaire
      - Training and Development
    - Products and Services
    - Question Types
    - Ratings and Frequencies
    - Website
  - Script Items
  - Templates

Insert

IBM® SPSS® Data Collection Interviewer Server Administration - Windows Internet Explorer

http://192.168.204.132/SPSSMR/DimensionNet/default2.aspx?hash=15:35:17.7340000&proj=EMPLOYEESURVEY&exit=1

Favorites | IBM® SPSS® Data Collection Interviewer Server Adm...

IBM® SPSS® Data Collection Interviewer Server Administration

Tools | Reports | Phone | Options | Help |

User: AU1-VMWIN03DC6\Ad...
Site: Site

My Projects

- System
  - Cati Test
  - DDD
  - DEEWRDEMO1
  - dem2
  - DEMO1
  - EMPLOYEESURVEY
  - SWDem
  - test1

Data Collection Activities

Project Id: EMPLOYEESURVEY
Project Name: EMPLOYEESURVEY
Project Description:

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
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 this survey
Survey Tabulation	Powerful analysis and tabulation
Survey Reporter	Powerful analysis and tabulation (Windows forms client)
Activation History	View summary history of your activations

View Survey Link - Windows Internet Explorer

http://192.168.204.132/SPSSMR/TestInterview/default.aspx?hash=15:39:26.8590000

Live Search

Favorites

View Survey Link

View Survey Link -- Webpage Dialog

Participants wanting to take the 'live' survey should use this URL:

http://AU1-VMWIN03DC6/mrIWeb/mrIWeb.dll?I.Project=EMPLOYEESURVEY

Copy to Clipboard

Designers wanting to test the survey should use this URL:

http://AU1-VMWIN03DC6/mrIWeb/mrIWeb.dll?I.Project=EMPLOYEESURVEY&i.test=1

Copy to Clipboard

Close

Deploy

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) (Please write in)

Previous Next

Telephone

IBM® SPSS® Data Collection Interviewer Server Administration

Project Info | Sample Management | Quota | Interview Web Pages

Project: EmployeeSurvey2
User: AU1-VMWIN03DC6\Ad...
Site: Site

Launch

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-VMWIN03DC6	Browse...
Database:	Participants	Browse...
Table:	[EMPLOYEESURVEY2]	Browse...
Fields	Id,Queue,Active,Serial,PreviousQueue,Appointr	Browse...
Authentication Fields	Id	Browse...
Script	Multimode	

```
' Interviewer Server 6.0
' Last updated:  2010-06-10


' ************************************************************************************
' multimode1_sample.mrs
'
' Framework script containing #includes of IBM SPSS Data Collection constants and
' functions and client specific scripting if required.
' ************************************************************************************
```

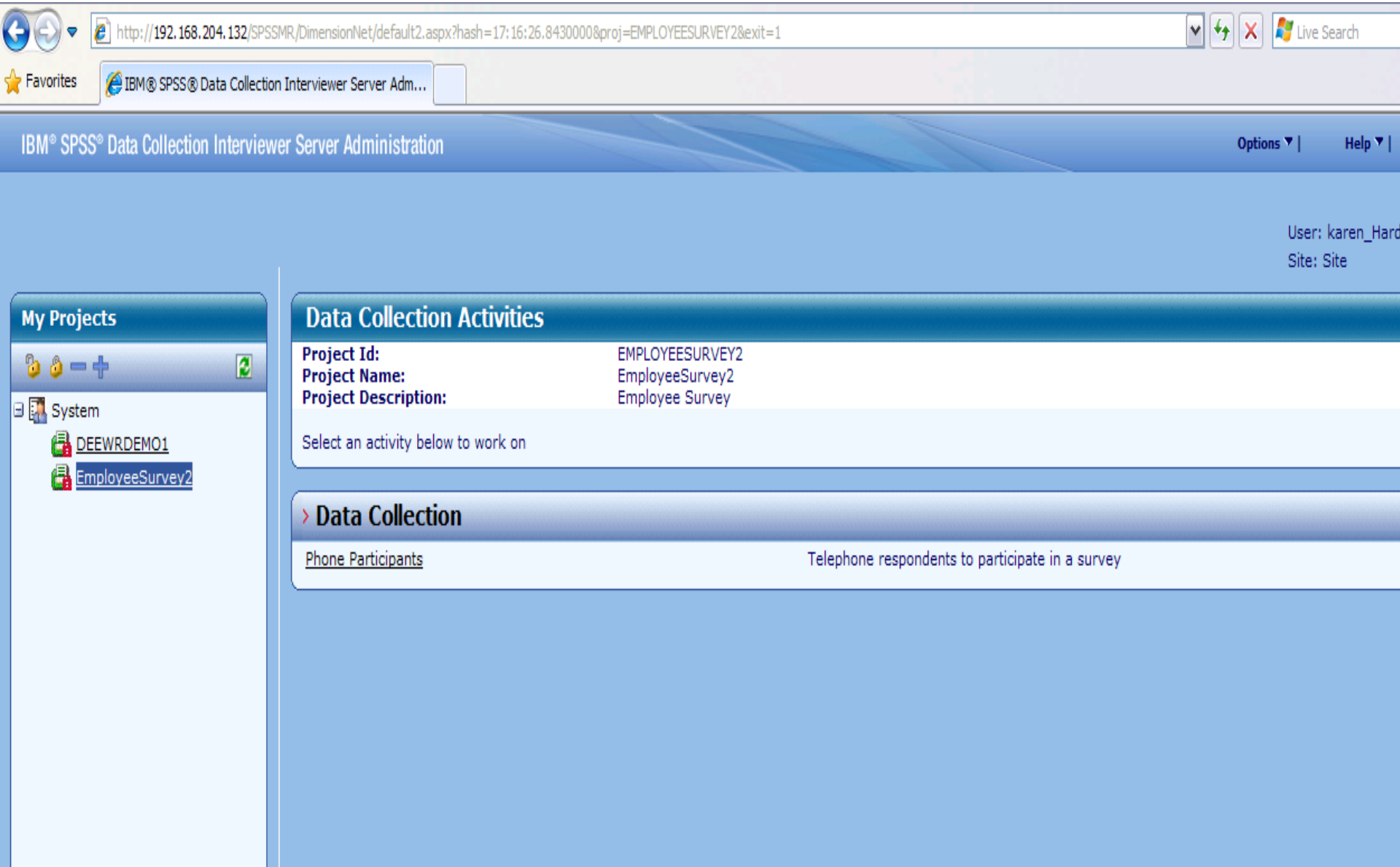
Browse...

Deploy

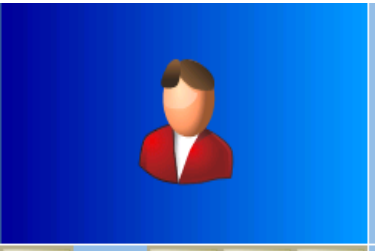
Telephone

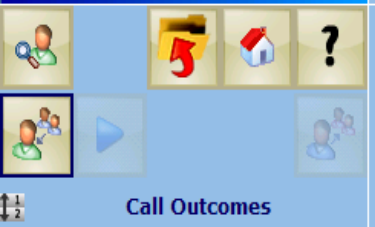
Deploy

Telephone

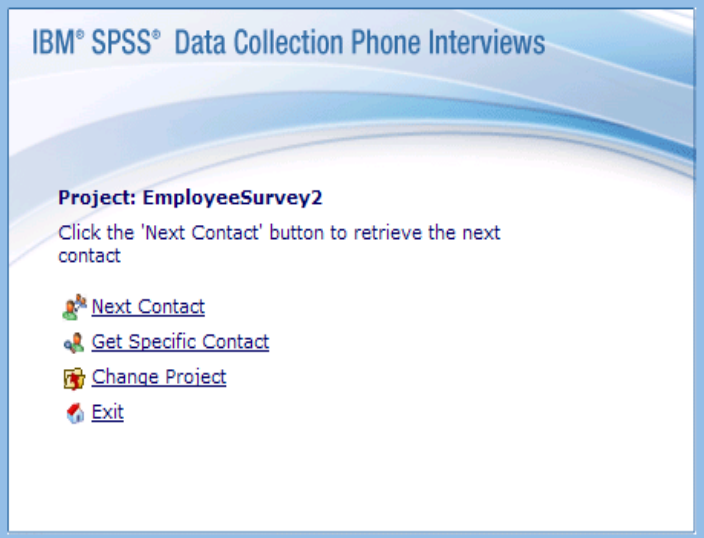

http://192.168.204.132/SPSSMR/DimensionNet/default2.aspx?hash=17:16:26.8430000&proj=EMPLOYEESURVEY2&exit=1
Live Search
Favorites
IBM® SPSS® Data Collection Interviewer Server Adm...
IBM® SPSS® Data Collection Interviewer Server Administration
Options
Help
User: karen_Hard
Site: Site
My Projects
System
DEEWRDEMO1
EmployeeSurvey2
Data Collection Activities
Project Id: EMPLOYEESURVEY2
Project Name: EmployeeSurvey2
Project Description: Employee Survey
Select an activity below to work on
Data Collection
Phone Participants
Telephone respondents to participate in a survey

Telephone





Call Outcomes



Telephone

Id	EID15	PhoneNumber	+61278271727 edit	PreviousQueue	FRESH
Name	John Smith			Project	EmployeeSurvey2
Comments			edit		

Call Outcomes

- Abandoned
- Answering machine
- Appointment
- Business
- Busy
- Cell phone
- Dialer busy
- Disconnected
- Fast busy
- Fax
- Language barrier
- Language recall
- Network busy
- No answer
- Not available
- Refused
- Rejected
- Transfer to web
- Wrong number

Introduction to Survey

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

+61278271727

Good afternoon,

My name is karen_Hardie I am calling on behalf of Human Capital Management.

We are doing a survey on behalf of your employer to ask you about some of the training you may have done recently.

Would you mind answering a few questions about this?

It will take around 10 minutes.

Telephone

Id EID15 PhoneNumber +61278271727 edit PreviousQueue FRESH

Name John Smith Project EmployeeSurvey2

Comments edit

Call Outcomes

- Abandoned
- Appointment
- Transfer to web

Commute

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

Aspects

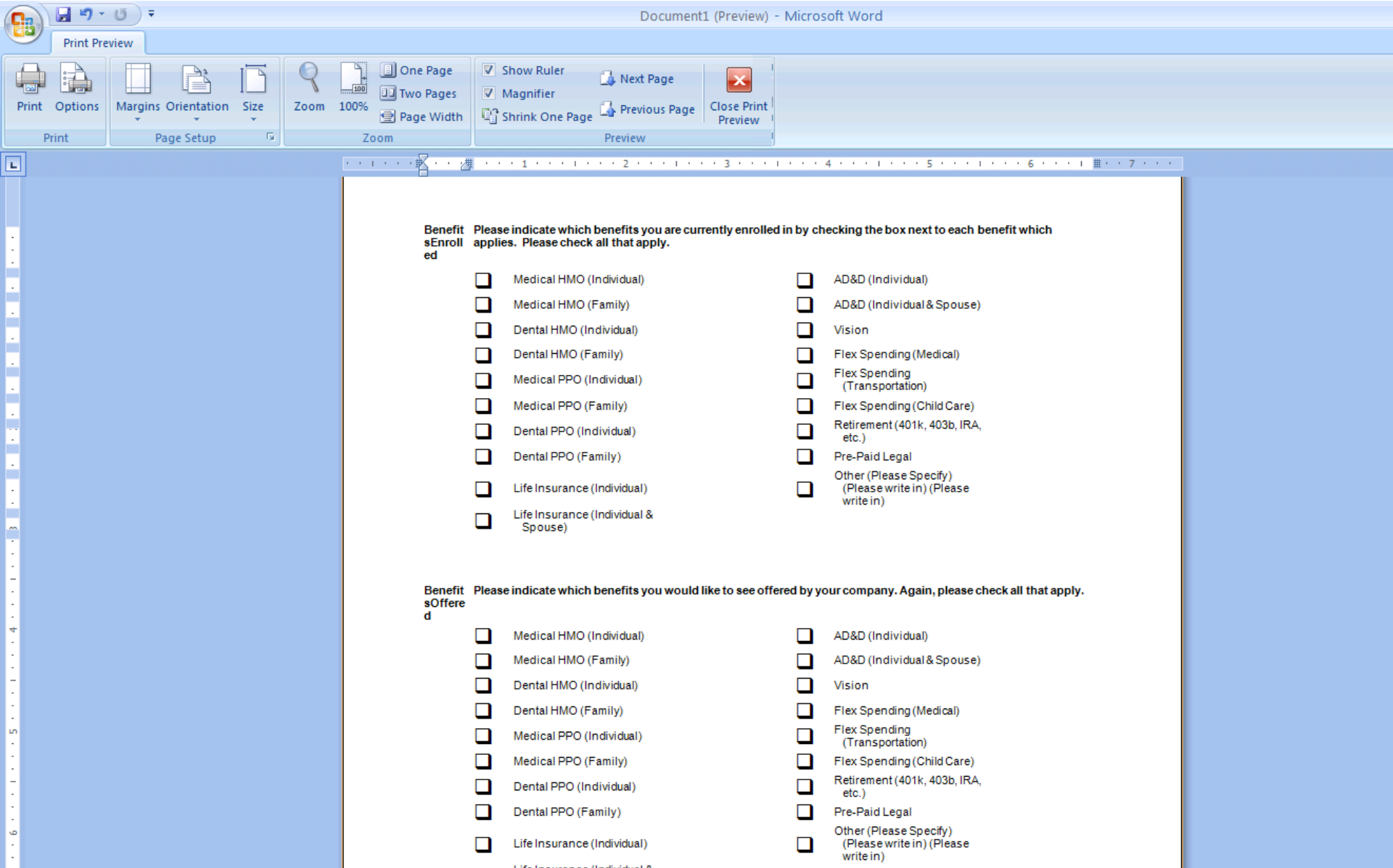
Please tell us how satisfied or dissatisfied you are with the following aspects of your job.

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree	
I find my job challenging.	(1)	(2)	(3)	(4)	(5)	
I am happy with my current position.	(1)	(2)	(3)	(4)	(5)	
I have all the resources I need to do my job.	(1)	(2)	(3)	(4)	(5)	

Previous Next Stop

Deploy

Paper – Scan or data enter



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

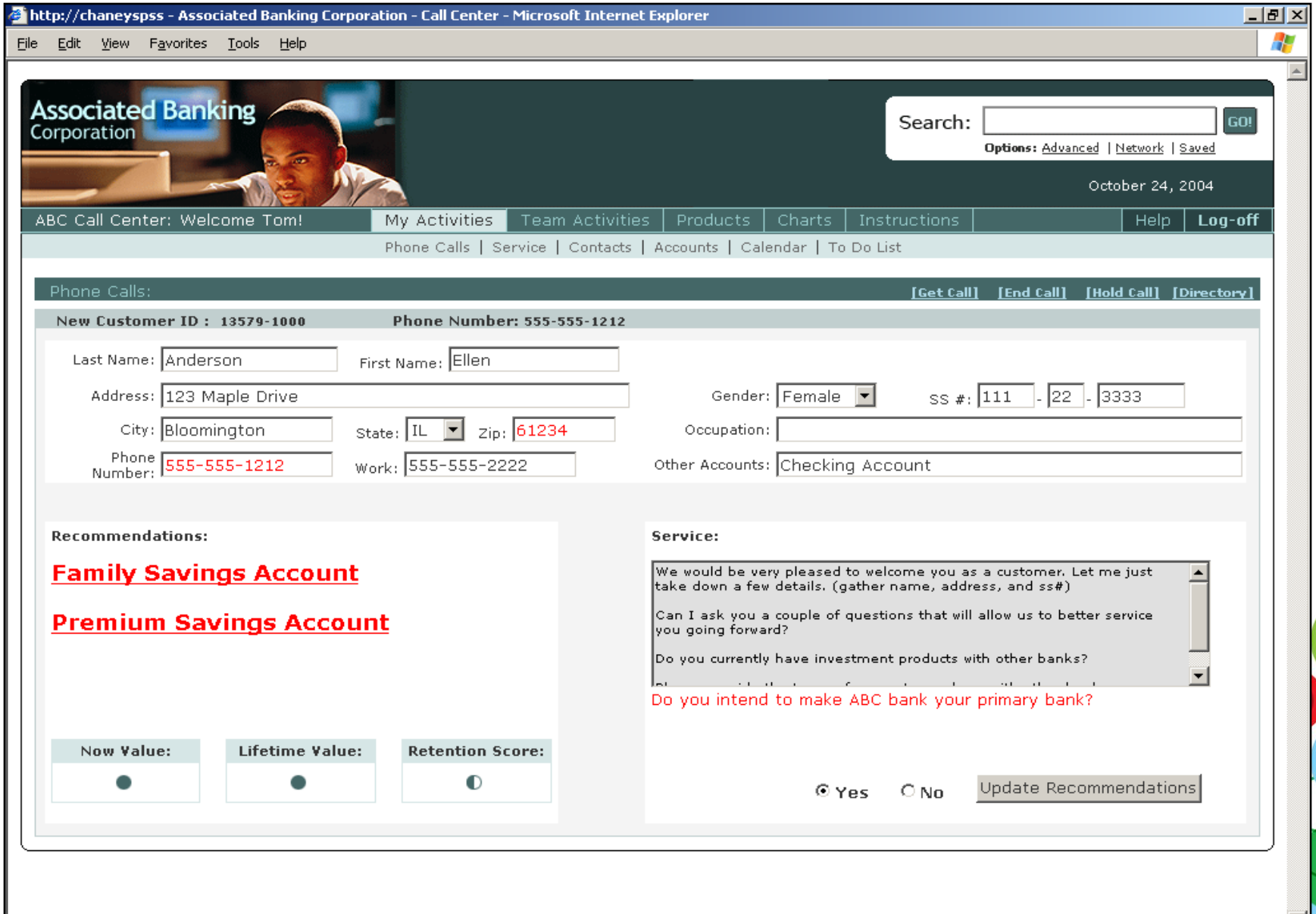
- ☐ Medical HMO (Individual)
- ☐ Medical HMO (Family)
- ☐ Dental HMO (Individual)
- ☐ Dental HMO (Family)
- ☐ Medical PPO (Individual)
- ☐ Medical PPO (Family)
- ☐ Dental PPO (Individual)
- ☐ Dental PPO (Family)
- ☐ Life Insurance (Individual)
- ☐ Life Insurance (Individual & Spouse)
- ☐ AD&D (Individual)
- ☐ 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) (Please write in)

BenefitsOffered **Please indicate which benefits you would like to see offered by your company. Again, 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)
- ☐ 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) (Please write in)

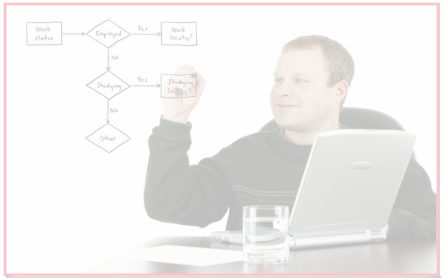
Deploy

Call Centres



Deploy

Mobile devices



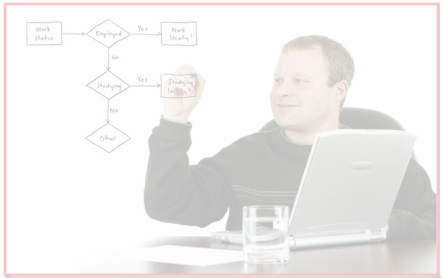
Author

Deploy

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

Analyse

Distribute



Author

Deploy

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-VMWIN03DC6\Ad...
Site: Site

My Projects

- System
  - Cati Test
  - DDD
  - DEEWRDEMO1
  - dem2
  - 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

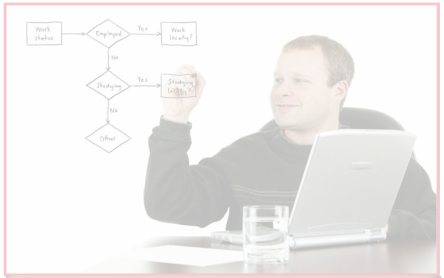
Launch	Go live with the survey
Promote Project	Launch project to alternate site
Participants	Upload database information about your survey participants
Participant Rules	Script how participants access your survey
Email	Invite participants to take your survey
Phone Surveys	Manage telephone-based interviewing
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



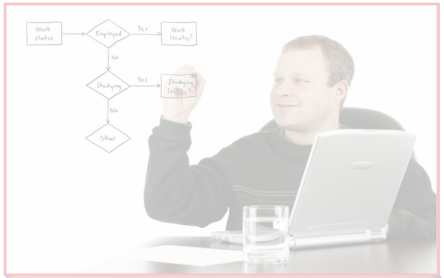
Author

Deploy

Analyse

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

Distribute



Author

Deploy

Analyse

Distribute

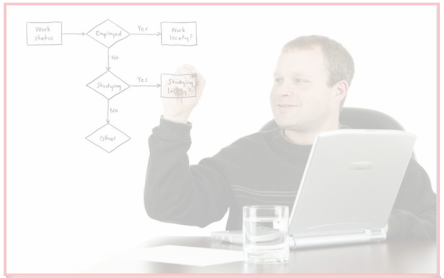
Distribute

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



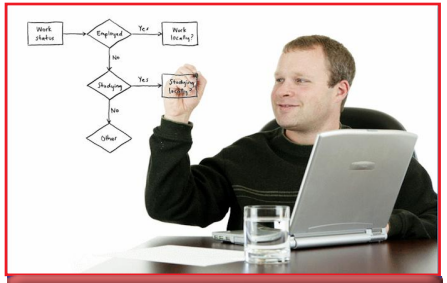
Author

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

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