



4 Tips to Maximize your Survey Response Rate

Staffing World Tech Talk - 2018

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About Inavero

- We work with staffing firms to measure the client and talent experience.
- We have administered more than 1.4 million digital surveys in the staffing industry as part of the Best of Staffing® program (entering its tenth year!).
- One of the top questions we hear from staffing firms is...





“What can we do to improve survey response rate?”

Dangers of a low response rate:



- You risk service issues going unreported, or worse – showing up in the form of a negative online review or damaging word of mouth reputation.
- You miss opportunities to celebrate service wins and the leaders on your team who set the standard for providing an amazing experience to clients and candidates.
- You risk inaccurate reporting with service metrics that don't properly reflect the sentiment of your client and / or talent group.



Tip #1

Master the science of survey design.

Survey design considerations



- Personalize where possible
- Embed your key question (we use NPS®)
- Include an incentive for completion (if possible)
- Keep it short (no more than 10 questions)
- Easy to answer (mostly multiple choice)
- Make the survey easy to preview (all questions on one screen)
- Optimized across devices (computer, cell phone, tablet)



Tip #2

Communicate - before, during, and
after your survey

360° communication

Before the survey invites go out

While the survey is in the field

After the survey closes

Heads up! You're going to receive a survey invite.

We would greatly appreciate your feedback!

Thank you so much to those who provided feedback. Here's what we learned...



Measure the client and talent experience.
Build online reputation.
Differentiate on service quality.

2-1-1 Follow Up

2 + **1** + **1**

things you learned
you're doing well

area you learned
needs improvement

action you're
taking to improve



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Tip #3

Ensure clients and candidates receive your survey invitations.

Are your invites landing in inboxes?



Guidelines for sender reputation:

- Minimize unsubscribes by taking CAN-SPAM compliance seriously and offering up valuable content.
- Minimize bounces by keeping your contact lists pristine. Scrub 'em, then scrub 'em again!
- Understand your mail server's "sender score" – especially when sending from a shared IP (common with email marketing platforms).

A photograph of two women in a meeting, overlaid with a green tint. The woman on the left is looking down thoughtfully, and the woman on the right is looking at a laptop. The text 'Tip #4' is centered over the image.

Tip #4

Make it personal.

People > Brand

People asking for feedback will always beat a faceless brand asking for feedback!



Thank you!



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