



How does online survey mode affect answers to a customer feedback loyalty survey?

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Agenda

- Introduction

- Methodology

- Results

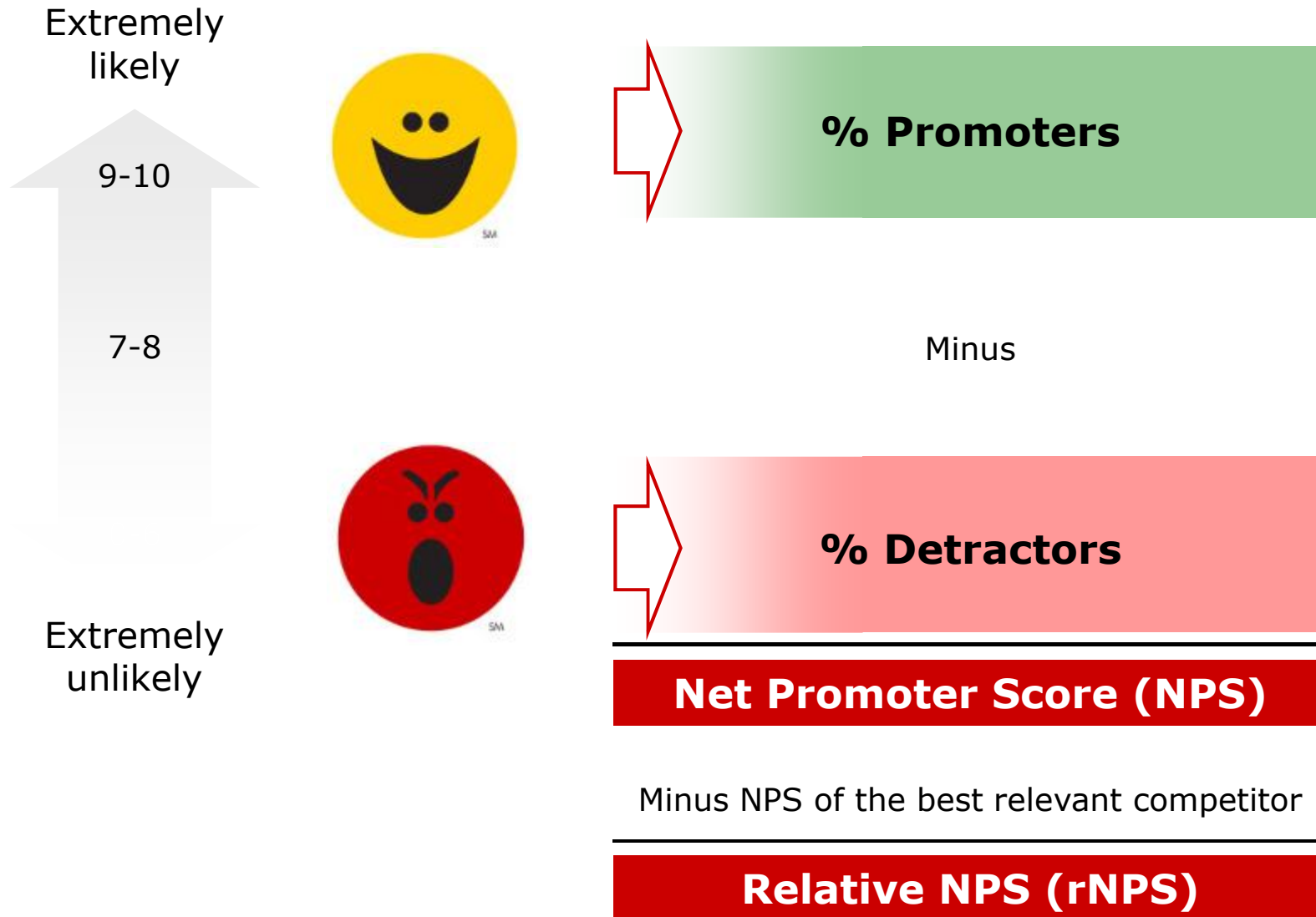
- Conclusion



The Net Promoter score measure customer loyalty



Would you recommend us to a friend?



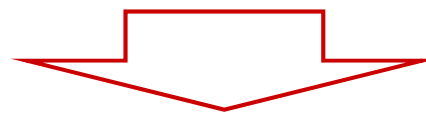
Net Promoter System adopted by thousands of companies



Net Promoter System relies on a special type of customer feedback or satisfaction survey

Net Promoter surveys incorporate a limited set of specific questions

- Short survey not more than 10 minutes to complete
- Screening and self-identifying the right customers to complete the survey
- NPS question *"On a scale of 0 to 10, where 0 means not at all likely and 10 means extremely likely how likely are you to recommend [insert Retailer/Brand/Product] to a friend or colleague?"*
- Open-ended follow-up drivers of NPS question (multiple-choice reasons to recommend/not recommend)
- Ask the NPS question **no more than 3 times** (e.g. for up to 3 brands/products in the same sector or across multiple sectors)



Analysis and insights derived from NPS allow companies to track and compare brand health and customer loyalty by comparing relative NPS



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Primary objective: How does taking NPS surveys on a mobile device affect responses?

- Whether and how responses to customer loyalty and feedback NPS surveys differ between PC and mobile surveys



• **Three key questions that we would like to understand**

- 1** How responses to the 0 to 10 Likelihood to Recommend question different on PC vs. Mobile devices?
- 2** How answers to multiple choice questions asking what they would or would not recommend different on PC vs. Mobile devices?
- 2a** How answers to multiple choice selection on number of positive/negative referrals different on PC vs. Mobile devices?
- 3** What is the quality and content of responses to open ended questions about why a score is given?



What are we not testing in our NPS device comparison study



Other NPS/mobile research questions that we are not testing

- Effects of different survey formats and question types
- Differences between respondents who might self-select on a mobile vs. pc device.
- Difference between taking the NPS survey at the time of service vs. delayed time

Respondent carefully recruited to participate in the study

Respondents are recruited from SSI general population and Quick Thought panel previously identified as having a PC and a mobile device (Smartphones or Tablets with app user)*

Respondents qualified to take the survey if they had shopped at least one of three Online or three Brick & Mortar retailer stores in the past 12 months

Online Retailers – Amazon, eBay, Overstock

Brick & Mortar Retailers – Wal-Mart, Target, BestBuy

Complete surveys required respondents to answer NPS questions for up to three qualified brands (randomly sorted)

Likelihood to recommend (0 to 10 scale)

Open Ended follow-up NPS question

Multiple-Choice follow-up NPS question

Note: *Quick Thought Panel is proprietary panel of SSI which is an app user environment



Split sample and two waves used to control for device and order effects

Panel randomly assigned to Group 1 (PC first) or Group 2 (Mobile first)

Group 1 (PC First)
50% of sample

Group 2 (Mobile First)
50% of sample

Wave 1

- Invitation requested respondent to take the survey on a PC
- Device check prevented survey from being taken on mobile device
- NPS questions on qualified brands

- Invitation requested respondent to take the survey on a Mobile device
- Device check prevented survey from being taken on PC device
- NPS questions on qualified brands

Two week lag between Wave 1 and Wave 2

Wave 2

- Invitation Wave1 respondent to take the survey on a Mobile device
- Device check prevented survey from being taken on PC device
- Qualified stores re-confirmed
- NPS questions on qualified brands

- Invitation Wave 1 respondent to take the survey on a PC
- Device check prevented survey from being taken on mobile device
- Qualified stores re-confirmed
- NPS questions on qualified brands

53% of wave 1 respondents completed wave 2

Identical surveys deployed to PC and Mobile devices, though display difference remain

Exact same questions, but word wrap on mobile

On a scale from 0 to 10 where 0 is not at all likely and 10 is extremely likely, how likely are you to recommend **Walmart** to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Next

During the survey, please do not use your browser's forward or Back buttons. To move through the survey, use the back or next buttons at the bottom of each page.

Online Survey
staging.surveynetwork.c Search

On a scale from 0 to 10 where 0 is not at all likely and 10 is extremely likely, how likely are you to recommend **Amazon.com** to a friend or colleague?

Not at all likely Extreme like

0 1 2 3 4 5 6 7 8 9 10

Next

During the survey, please do not use your browser's forward or Back buttons. To move through the survey, use the back or next buttons at the bottom of each page.

Scrolling may be required to select responses on some Smartphones

Answering open ended questions may be more difficult on mobile devices

What are the primary reasons you gave **Walmart** a score of 10?

Next

During the survey, please do not use your browser's forward or Back buttons. To move through the survey, use the back or next buttons at the bottom of each page.

Online Survey
staging.surveynetwork.c Search

What are the primary reasons you gave **Amazon.com** a score of 10?

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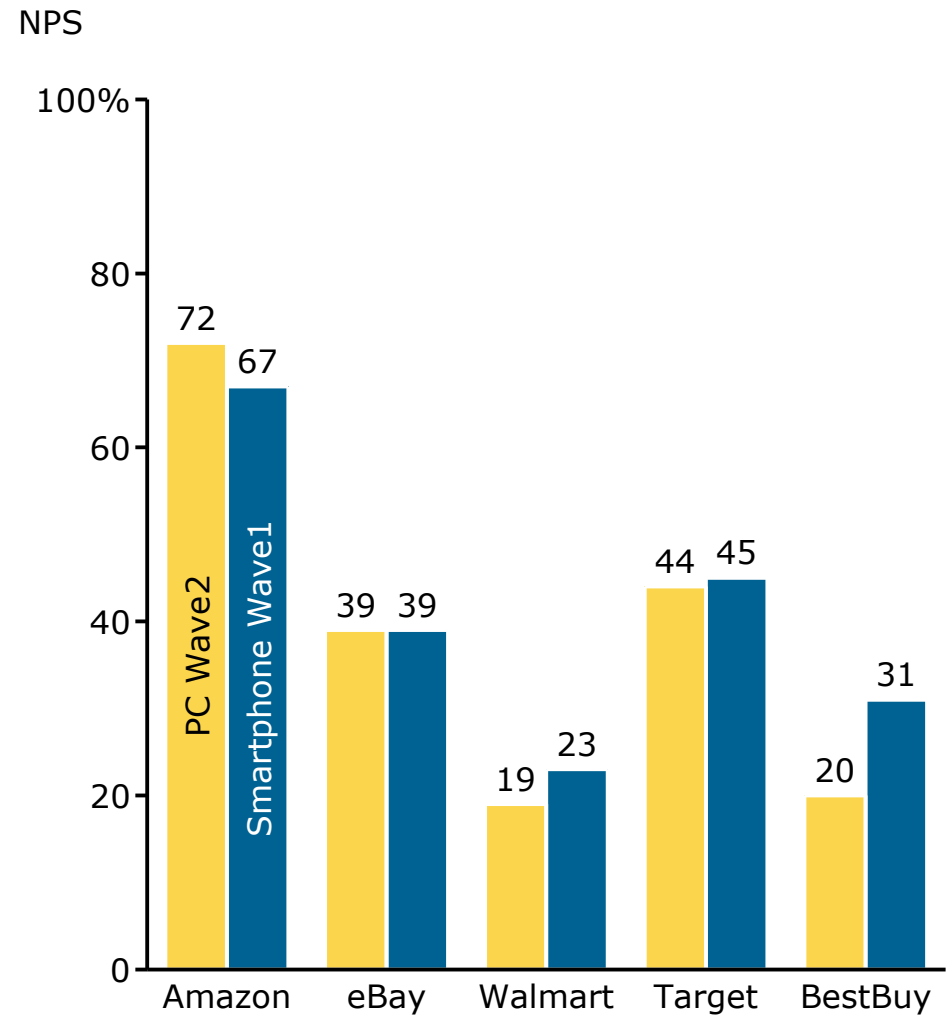
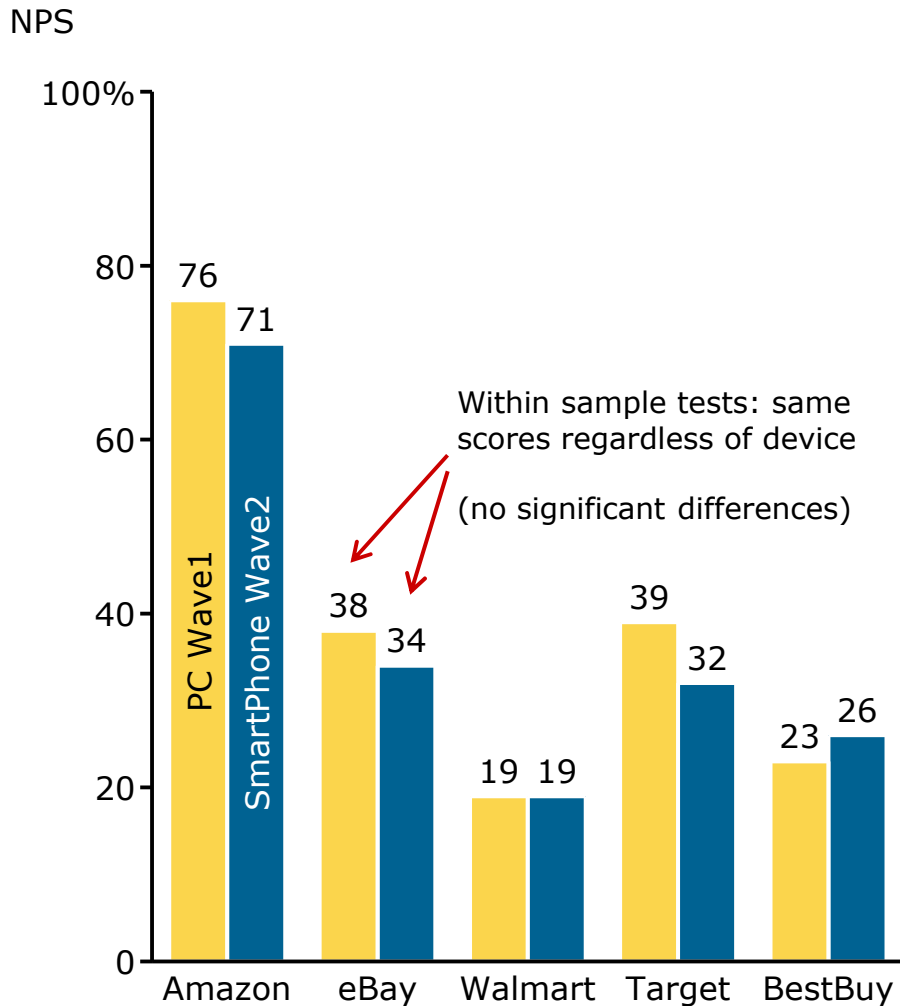
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No differences in NPS scores across sample or devices



1 PC WAVE1 / SMARTPHONE WAVE2

SMARTPHONE WAVE1 / PC WAVE2

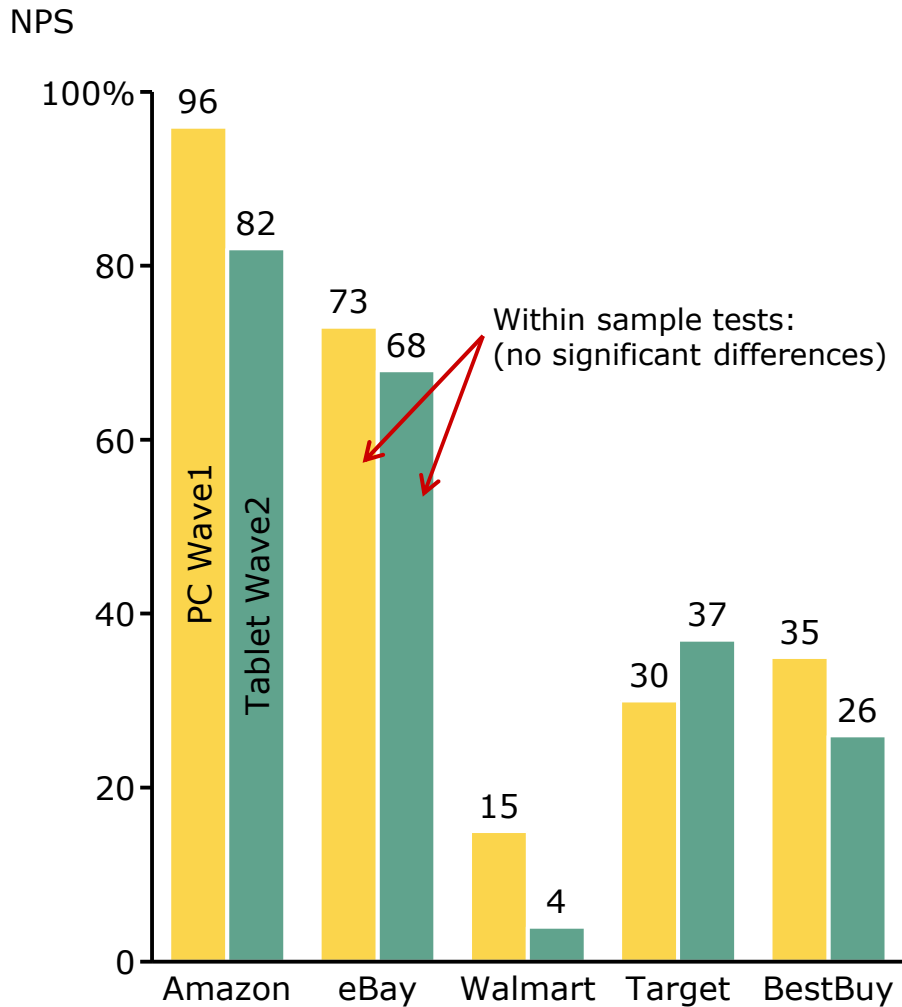


Source: Lead survey / Follow-up Survey May – June 2013 . Each N represents total for PC and Smartphone respectively.
N = 351 Amazon / N=254 eBay / N = 308 Wal-Mart / N= 324 Target/ N=283 BestBuy

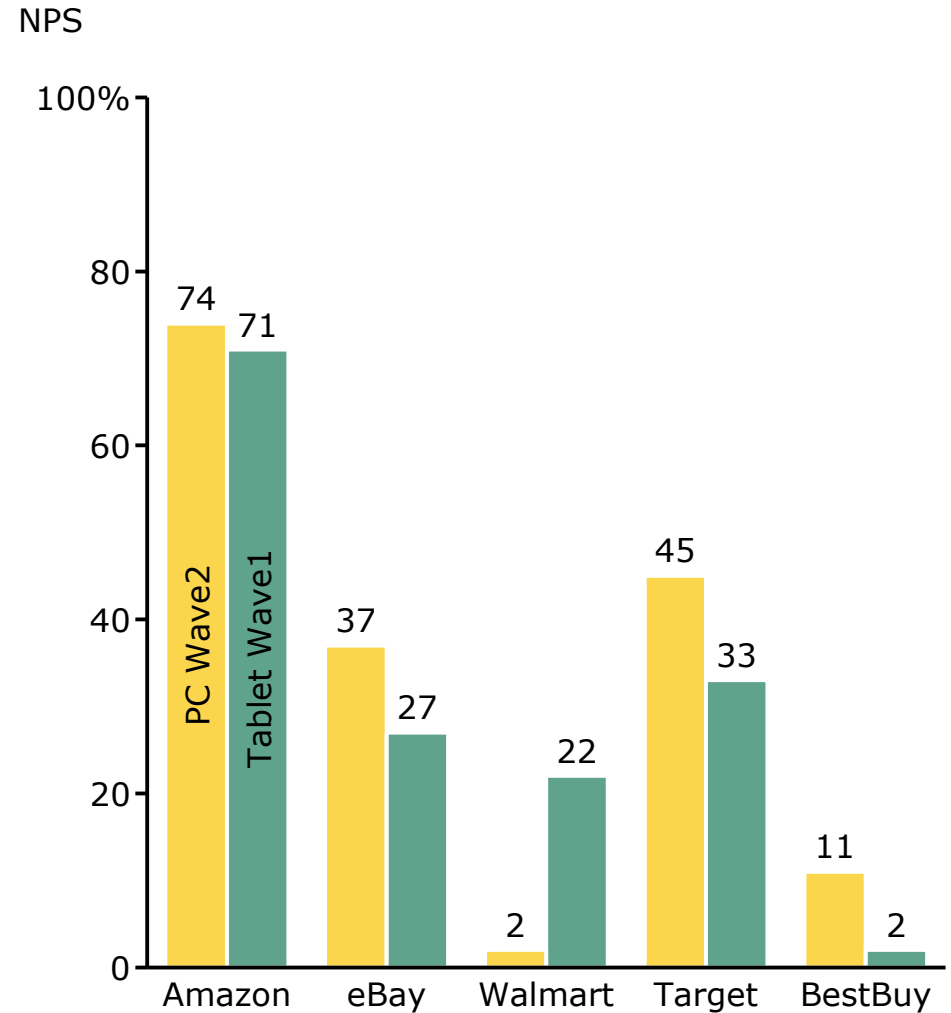
No differences in NPS scores across sample or devices – QT Panel



1 PC WAVE1 / TABLET WAVE2



TABLET WAVE1 / PC WAVE2

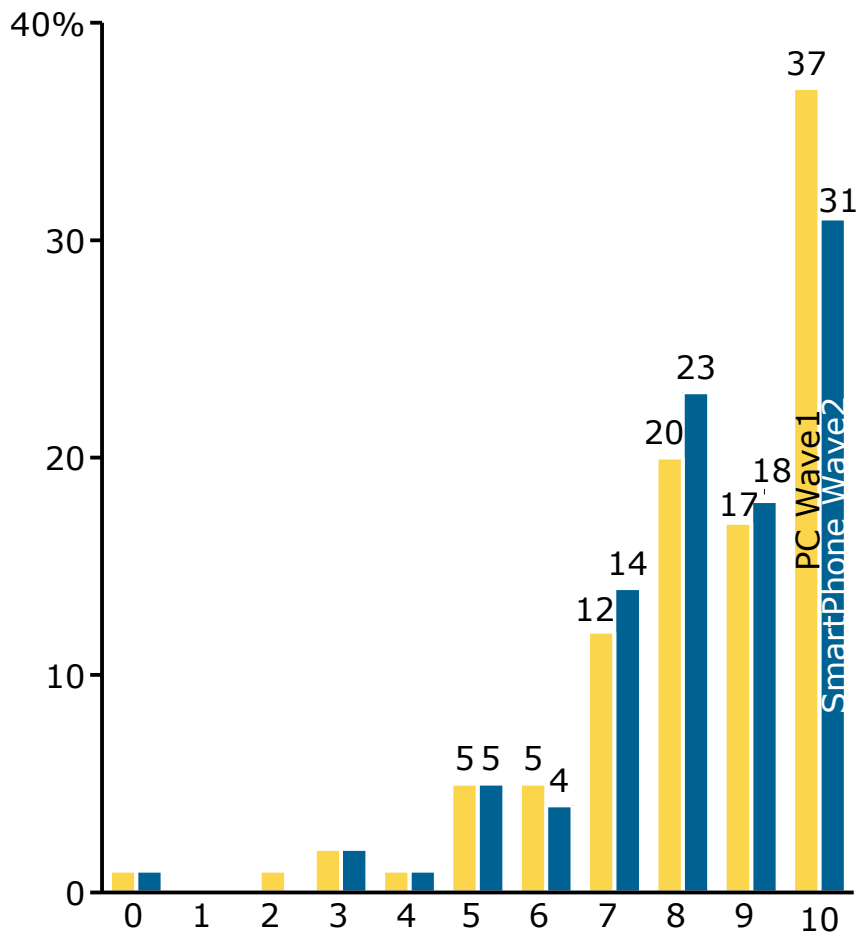


Source: Lead survey / Follow-up Survey May – June 2013 . Each N represents total for PC and Tablet respectively.
N = 97 Amazon / N=71 eBay / N = 68 Wal-Mart / N= 93 Target/ N=79 BestBuy

Few differences in how respondents responded to the likelihood to recommend question

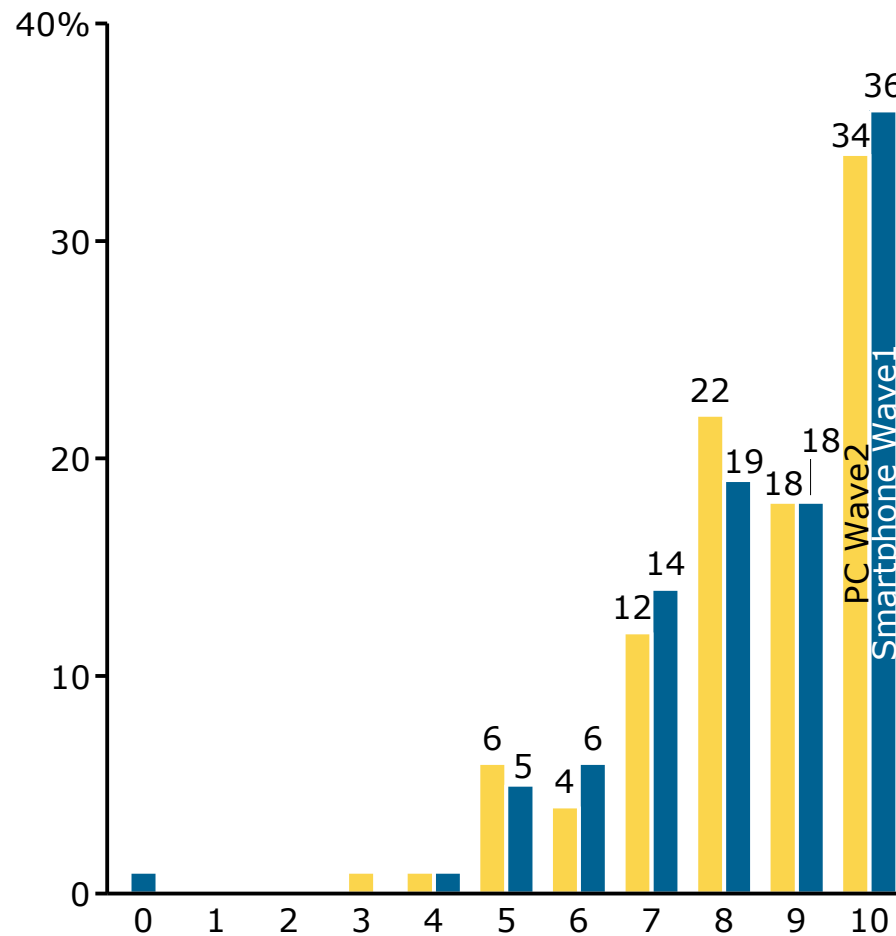
1 PC WAVE1 / SMARTPHONE WAVE2

% of Respondents



SMARTPHONE WAVE1 / PC WAVE2

% of Respondents

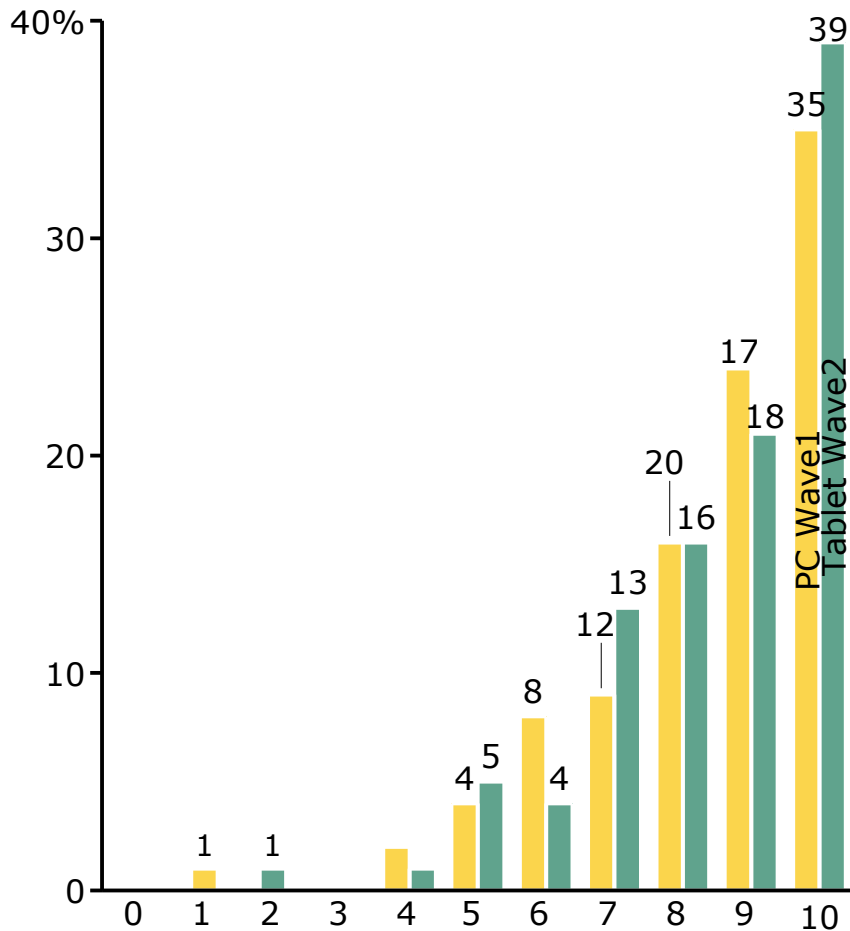


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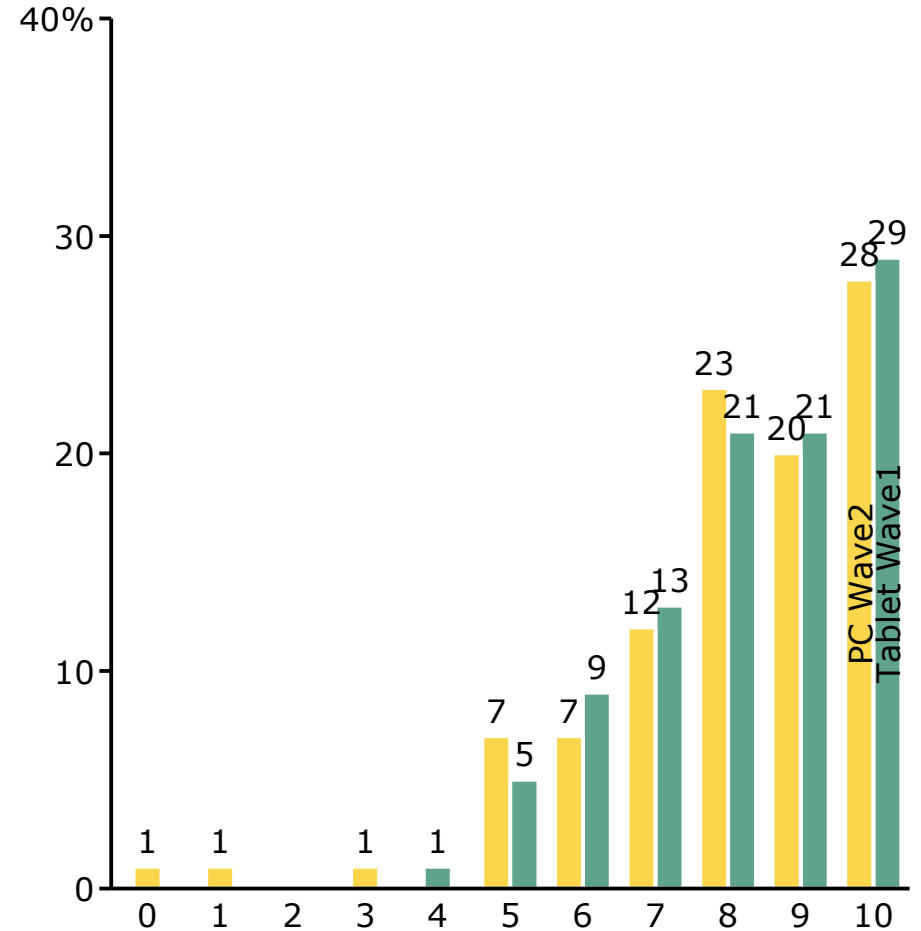
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% of Respondents



TABLET WAVE1 / PC WAVE2

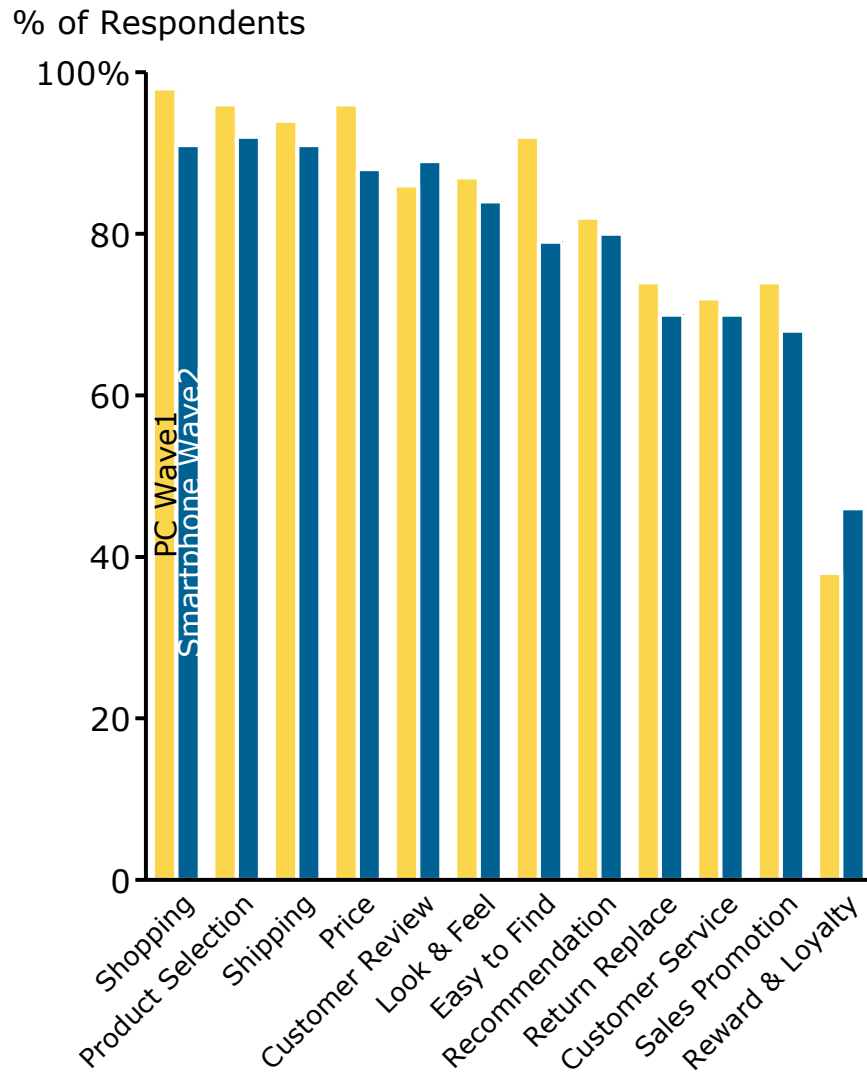
% of Respondents



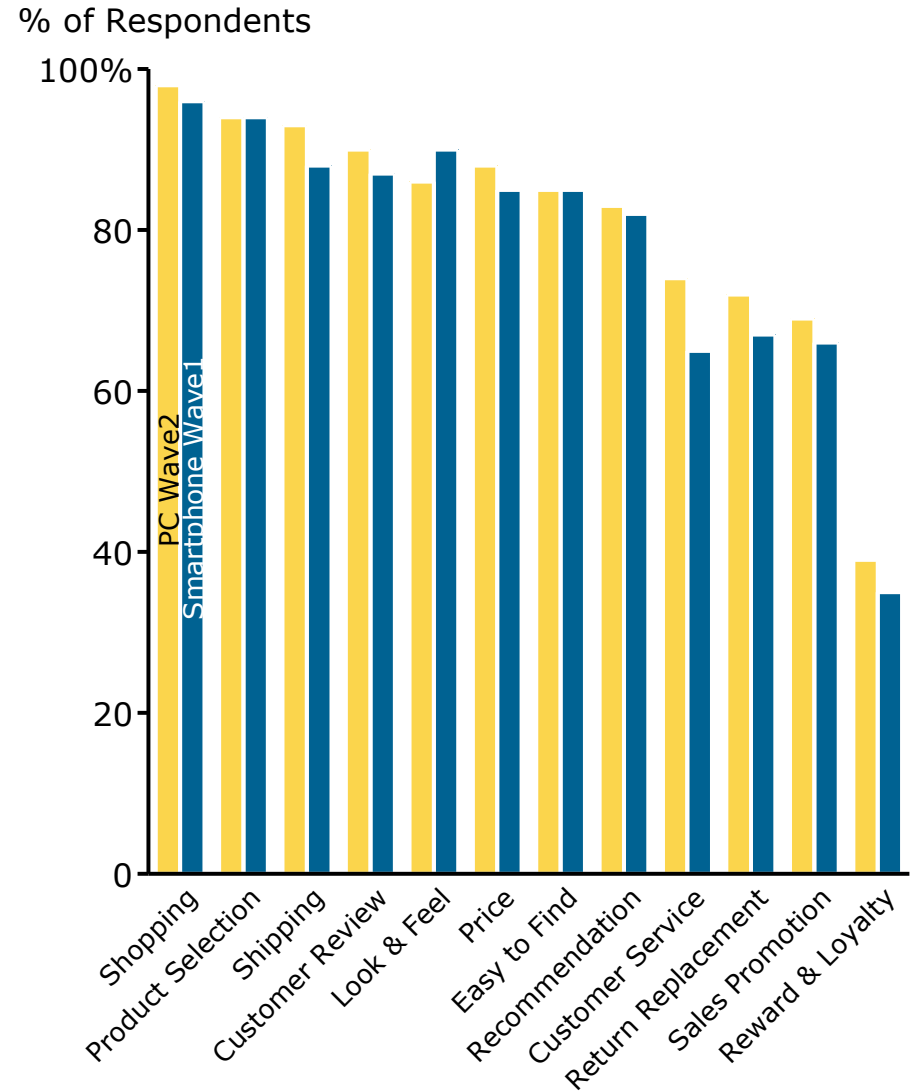
Source: Lead survey / Follow-up Survey May – June 2013 . Each N represents total for PC and Tablet respectively. N = 351 Amazon / N=254 eBay / N = 308 Wal-Mart / N= 324 Target/ N=283 BestBuy. QT panel – Quick Thoughts Panel

Amazon – No difference between what attributes respondents selected in multiple choice follow up questions

2 PC WAVE1 / SMARTPHONE WAVE2



SMARTPHONE WAVE1 / PC WAVE2

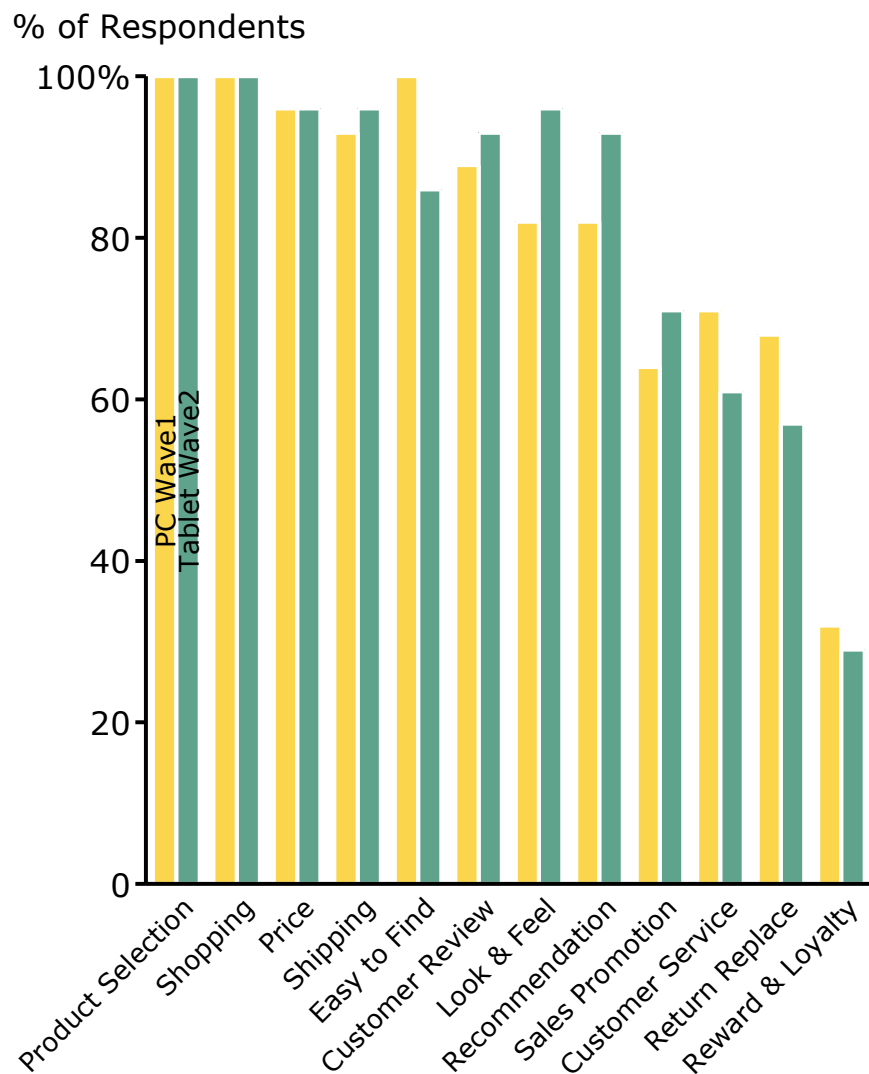


Source: Lead survey / Follow-up Survey hosted by SSI

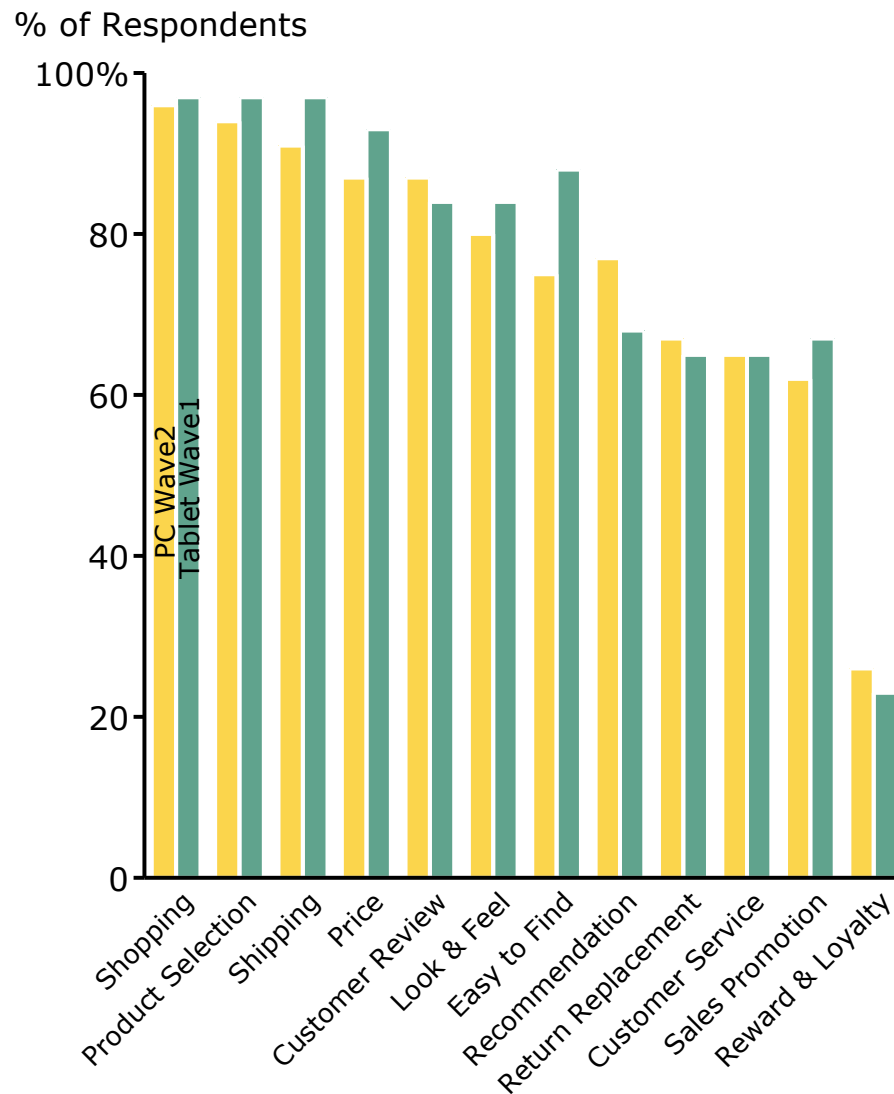
Amazon – No difference between what attributes respondents selected in multiple choice follow up questions – QT Panel

2

PC WAVE1 / TABLET WAVE2



TABLET WAVE1 / PC WAVE2



Source: Lead survey / Follow-up Survey hosted by SSI. QT Panel – Quick Thought Panel

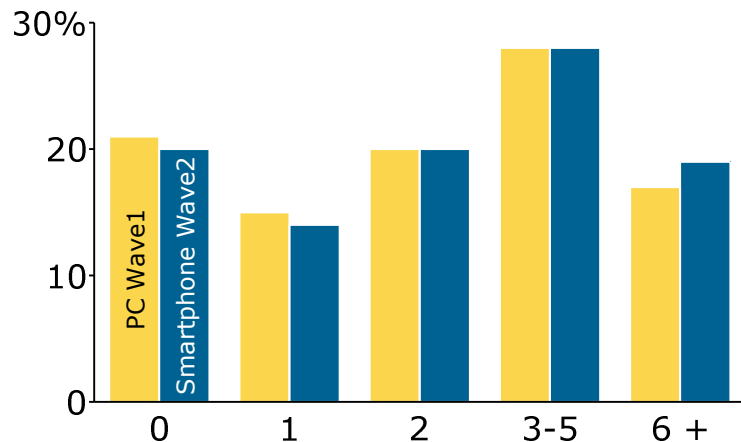


Amazon- No significant differences between PC and Smartphone on Positive/Negative referrals

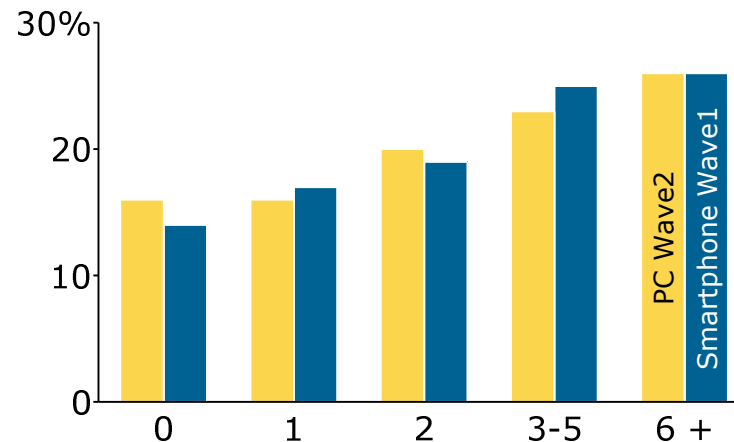
2a

POSITIVE REFERRAL

% of Respondents

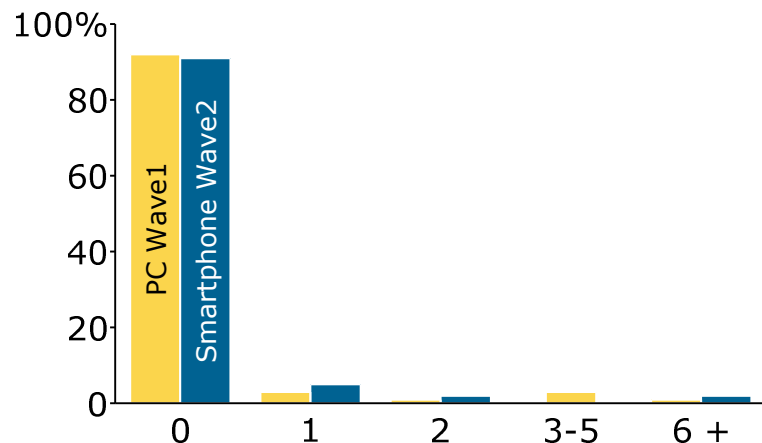


% of Respondents

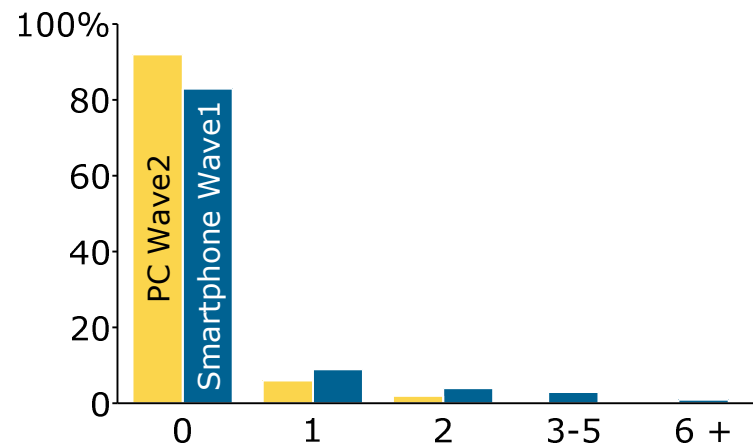


NEGATIVE REFERRAL

% of Respondents



% of Respondents

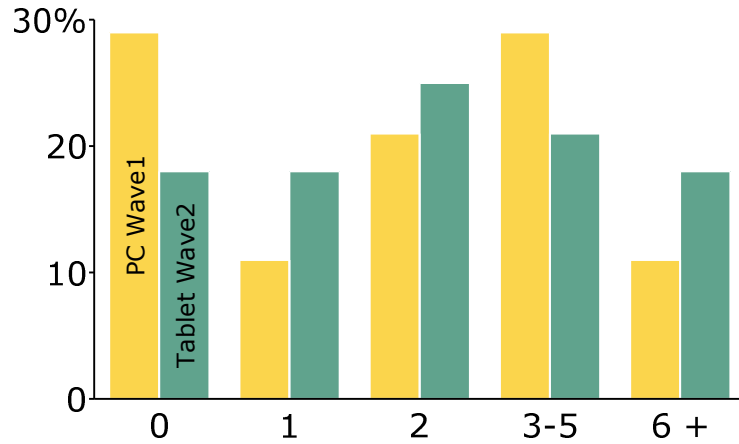


Amazon- No significant differences between PC and Smartphone on Positive/Negative referrals – QT Panel

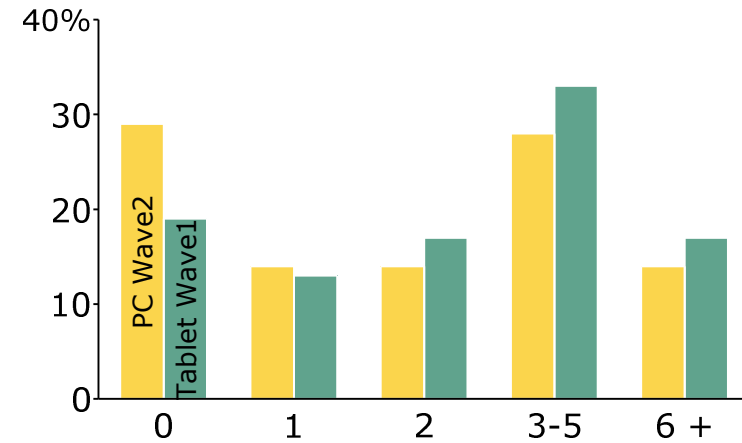
2a

POSITIVE REFERRAL

% of Respondents

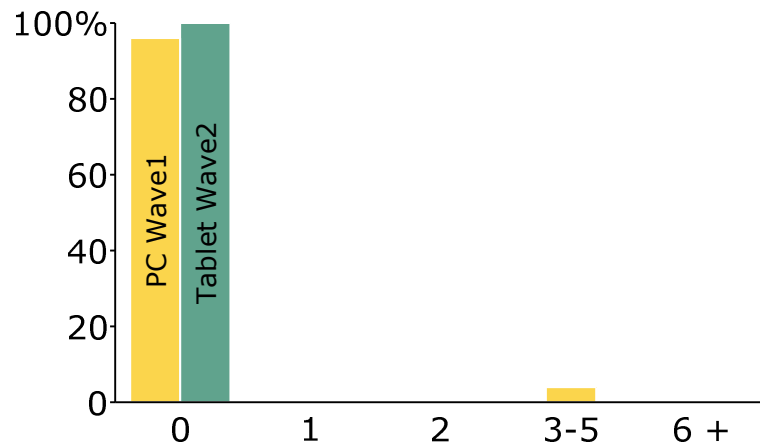


% of Respondents

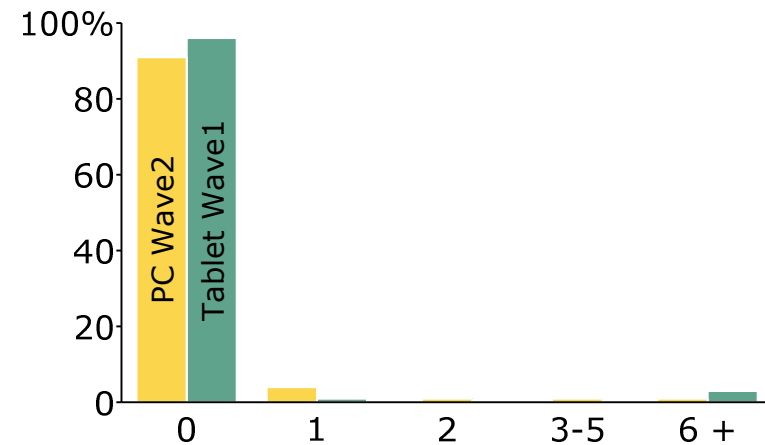


NEGATIVE REFERRAL

% of Respondents



% of Respondents



Similar themes mentioned in open-end questions regardless of sample or device

3

"the **prices are very good**. there are **many products** to choose from. the **customer service** from floor staff is **not so good** or friendly."

"Their **prices are higher than Wal-Mart**. and they do not carry clothes in the size I need.."

"They have a **prices match program** and it is the **most convenient place** to buy electronics"

"Most items **ship for free** and they have a good **return policy**"

"you can find practically **anything** on the site at a **good prices** but some of the used items are questionable"



"**Good selection and locations**"

"great because of **affordable prices** and a **large quantity** to choose from"

"Great deals and free shipping.."

"can find almost anything"

"Their prices are too high."

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Conclusion – No significant differences between PC and Mobile devices

In summary

- NPS has similar results on PC and Mobile devices
- Aggregated responses on a scale of 0 to 10 indicate no difference between PC and mobile device results
 - Pattern suggests that those who select “10” for the first survey regardless of a device is somewhat likely to select 10 in their second survey (within general population panel)
- No difference in selection of attributes to recommend between PC and Mobile devices
- No significant differences in multiple-choice selection for positive/negative referrals
 - Pattern suggests respondents select in higher proportion “0” on PC and “6+” on Smartphone devices
- Potential themes had no device effect
- Respondents frequency of themes do not differ based on their device
 - Suggested pattern that respondents are probably telling more story over the PC than on Smartphone
- Words on PC tend to be higher in proportion than on Smartphones