



# Survey Design and Data Interpretation

## Foundation

**Best practices of research and question design, response maximization and compliance with CAN-SPAM guidelines.**

### Program Overview

Today's fast-paced, high-demand need for timely and accurate information has led to a flurry of survey activity. But often, the individuals executing survey projects don't have an accurate understanding of the research process as a whole. This learning opportunity leads professionals to an in-depth understanding of the survey research process. Participants leave with clear ideas about how to construct research using a survey instrument, from conception to final presentation.

### Program Step-by-Step

Effective survey design relies upon the methodical process of effective research design. The Allegiance Best Practices workshop is really about how to answer business questions using survey research as the tool. The workshop begins with an overview of alternative methods of business research and outlines when surveys are the ideal instrument.

You want your surveys to be easy to take, and unambiguous. A poorly designed survey can confuse the survey taker, and worse, lead to bad business decisions. Our techniques for question design, question sequencing, and pilot testing will assure the best possible accuracy for your survey projects.

To get the best turnout, you need a sampling plan, a survey audience, and a communication plan to ensure maximum response. You also need to follow legal and ethical best practices surrounding the gathering of information through your survey research. We will teach you to navigate through the process of gathering the right survey data the right way.

Finally, you'll need to analyze the data and present your findings. Your findings might be a call-to-action, a confirmation that change is not necessary, or a requirement for further research. Interpreting survey data is an important skill that can be mastered. We teach how to master these skills and how to communicate the results to other key decision makers in your organization.

### Program Elements

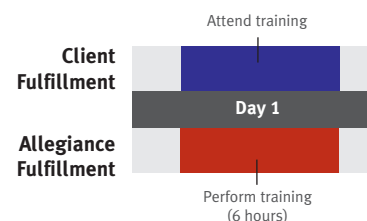
- Understand principles of research design
- Understand best practices of question design and flow
- Understand sampling & panel lists, invitations, spam, incentives
- Learn survey analysis, interpretation, and reporting techniques

### Who Should Use This?

HR, Marketing, Customer care users and administrators

### Typical Fulfillment Time

1 business day



"Allegiance Professional Services are a companion - and crucial - part of the complete Allegiance Engage platform. Gathering the right data and understanding how it impacts your company provides a comprehensive approach to achieving long-term success. We don't believe in selling an application and then saying goodbye. Our growth and success is built on a tradition of offering complete solutions - which includes technology, support and consulting."

- Greg Heaps, Allegiance COO

**For more information visit [www.allegiance.com](http://www.allegiance.com), or contact Allegiance Sales at 801.617.8000.**