Survey Tips

Use These Tips to Make the Most of Your Survey

Plan Your Survey

Plan your survey before you even begin to record your first message. Use the *Creating a Survey* guide to help you plan your survey from the introduction to conclusion. By doing so, you will be prepared to record all of your messages and assemble your survey template quickly and easily.

Keep Your Survey Brief

If your survey is too long, recipients will potentially lose interest and hang up before completing the survey. If this happens, the response data will be skewed with fewer responses to the later questions. One way to mitigate this effect, regardless of the length of your survey, is to select the **Randomize Question Order** option. This will mix up the questions so if a number of recipients hang up early, it will not be on the same question(s) that are not answered, thus distributing the unanswered questions more evenly.

Test Your Survey Before Sending it to Your Recipient List

It is always a good idea to take your survey yourself before sending it to your recipients. Make sure that everything is working like you expected.

Do not Create Questions That Hinge on Previous Questions

Each question should stand-alone. Do not ask a recipient a specific question based on their response to a previous question.

For example, "What is your favorite color? Press 1 for red or 2 for blue." Say the recipient pressed 1. "I see you selected red. Which is your favorite shade?" This question order will not remain the same if the **Randomize Question Order** option is selected, and thus this line of questioning will not work.

Let Them Know That Pressing the * (star) key Will Repeat the Question

Provide this information either in your introductory message or at the end of each question.

Questions?

If you have any questions regarding the above, please contact support.

SchoolMessenger Solutions Support

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