SSI Presents 2015 QUEST Awards for Survey Excellence at ESOMAR Congress

Contributed by SSI
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SSI today announced French market research firm ScÃ¨nes de vie won the Best in QUEST Award for survey excellence at ESOMARâ€™s 68th Annual Congress.Â Other winners include MaritzCX that won a QUEST Award in a new category, ESOMAR Top 25, which are the largest global market research firms as defined by ESOMAR.Â And Diagaid Marketing Research, based in Shanghai, won in the general consumer category for multiple projects it conducted in China.

Additionally, MGA Entertainment, a manufacturer of children's toys and entertainment products, won for general consumer survey research; Forrester Research won for business-to-business; and Wakefield Research won for mobile survey excellence during the sixth annual QUEST Award presentation.

As an industry leader and innovator on survey design and respondent experience, SSI introduced the QUEST (QUestionnaire Experience Satisfaction Tool) Awards in 2010 to support the industryâ€™s continuing quest to improve respondentsâ€™ survey experience and encourage creativity in developing surveys that delight participants.Â Self-reported satisfaction scores from respondents are key factors in determining winning projects.Â Winners are also judged on drop rates and actual times to complete questionnaires.

â€œThis yearâ€™s scores show some progress from the industry but mobile is clearly an area in need of significant improvemen said SSI Chief Marketing Officer Chris Clarke, during the awards ceremony held today at ESOMAR Congress.Â â€œSSI added the â€˜ESOMAR Top 25â€™ category this year because it is important to showcase which of the largest companies in market research are leading by example in this area.â€•

SSI uses its own proprietary technology and tools to test surveys on behalf of clients to help improve survey quality and respondent experience.Â SSI QuestTestâ„¢ is an automated tool that tests for errors and abnormalities in surveys.Â It provides an estimate of survey length and detailed reports on where the survey failed.Â It tests across multiple devices and screen sizes, and, as a predictive tool, will help determine respondent engagement and satisfaction.

â€œSSI dedicated many man-hours to develop the QuestTest tool and has tested more than 23,000 surveys during the last year and a half,â€• explained Clarke.Â â€œClients will feel confident the QuestTest results weâ€™re now sharing with them, ba 2.8 million simulated interviews, will help improve respondent experience as well as overall data quality.â€•

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