

Lightspeed Captures Global Survey Engagement Metric

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Lightspeed, leaders in global digital sourcing and data collection, today announced Survey Health Score (SHS), the real-time capture of panelists' feedback and satisfaction levels post-survey. Lightspeed's proprietary engagement assessment metric provides its clients direct, instant feedback of respondent experience. Far surpassing the industry standard with an 80% participation rate, SHS helps analyze and benchmark survey design techniques, length of interview affects and the influence of devices.

Digital online data collection is rapidly moving to mobile and multi-device formats making quality and representative insights more difficult to capture. The SHS dashboard enables Lightspeed to consult with clients to better understand and respond to data quality concerns resulting from legacy survey design practices. Then, through its QuestionArts team, Lightspeed can offer guidance and best practice thinking to drive both immediate and long-term improvements in overall survey design quality. After a survey is complete, Lightspeed panelists are given two single-choice questions regarding their enjoyment of the survey. Combining these results with the survey drop-out-rate, and a proprietary set of algorithms and variables calculates a questionnaire's SHS. Scores are then rated against all previously ranked projects as well industry peer groups.

“With the SHS assessment dashboard, we can further help our clients identify survey design problem areas and implement steps for improvement,” stated Daniel S. Fitzgerald, Chief Client and Marketing Officer. “SHS coupled with QuestionArts has the potential to increase the quality and richness of data captured via surveys to drive better research results.”

Throughout the beta-testing period over the last 10 months, Lightspeed respondents rated more than 15 million surveys to capture real-time user feedback on engagement and satisfaction levels. Utilizing these results to further optimize survey design through the QuestionArts platform, Lightspeed's own designed and scripted surveys satisfaction scores improved quarter over quarter, seeing the highest levels of improvement with mobile surveys.

Lightspeed will be showcasing SHS at a series of upcoming events and conferences. To learn more about this capability contact your Lightspeed Account Executive.