

Ensuring the Longevity of Respondents to the Industry

Considering the Business Decision Maker

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Our Speakers



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Methodology

Research Objective: The objective of our research is to learn more about the experiences of businesspeople taking surveys so that we can make the experience more interesting, enjoyable, and valuable for respondents.

Why we did this: What motivates business professionals to participate? What can we as an industry do to improve? Do they feel respected? Compensated?
Uncover the emotional benefits of belonging to the B2B Research communities

Fielding Dates: June 27-July 8, 2022

Methodology: Qual IDI's, Moderated by Carl Fusco- Fusco Research & Consulting, The audience was sourced via OvationMR Supply and Murray Hill National

Respondent Profiles

Business Respondent Profiles

INDUSTRY	JOB TITLE	Over the past month, as a [Job Title], which of the following types of marketing research studies have you participated in?	In a typical month, how many online surveys do you participate in your role as a [Job Title]?
HEALTHCARE	CIO	HAVE NOT PARTICIPATED IN MARKET RESEARCH IN THE PAST MONTH	2
HEALTHCARE	DOCTOR	ONLINE FOCUS GROUP, ONLINE SURVEY, 1ON1 IN PERSON/ZOOM/TELEPHONE	5
HEALTHCARE	DOCTOR	ONLINE FOCUS GROUP, ONLINE SURVAY	10
INDUSTRIAL	BULIDING ENGINEER	IN-PERSON FG, ONLINE SURVEY, ONE ON ONE ZOOM	4
INDUSTRIAL	CMR OPERATIONS MANAGER	ONLINE SURVEY ONE ON ONE INTERVIEW – IN-PERSON ONE ON ONE INTERVIEW – USING ZOOM, TEAMS ONE ON ONE INTERVIEW – ON TELEPHONE	1
INFORMATION TECHNOLOGY	INFORMATION TECH. MANAGER	ONLINE FOCUS GROUP	3
INSURANCE	HR PAYROLL MANAGER	ONLINE SURVEY	1
INSURANCE	VICE PRESIDENT	ONLINE FOCUS GROUP, ONLINE SURVEY, ONE ON ONE INTERVIEW-IN PERSON, ONE ON ONE INTERVIEW USING ZOOM, ONE ON ONE INTERVIEWS TELEPHONE	5
SMALL BUSINESS	OWNER	ONLINE SURVEY	3
SMALL BUSINESS	OWNER	ONLINE SURVEY	15
SMALL BUSINESS	VP	ONLINE SURVEY; ONE ON ONE ZOOM	10



Respondent Profiles

11 interviews were completed using Zoom platform

Respondents were recruited from research panels and represented a cross-section of industries and job titles



Initiating Surveys

How do you find surveys?



Most respondents become aware of available surveys via email:

- From panel company
- From vendors / suppliers
- CSAT or UX Feedback from training / conferences



No one opens emails from unrecognized sources



Few seek out business-related surveys on social media

Survey Motivation

Initiating Surveys

What gets your attention?



Subject matter is compelling, important or relevant to their business/industry



Subject matter that is “comfortable”, where they feel knowledgeable and/or expert



Potential to learn something about the marketplace or industry



Current Relationship with survey initiator

Panel company
Business related partner or supplier

Initiating Surveys

What are the topics / subjects?

- Satisfaction with vendor / service
- Industrial / Economic trends
- Feedback on business relationships
- Product / Service evaluation
- New product / concept evaluation
- HR related feedback (i.e., 360⁰ surveys)

Research Experience

Consideration of Personal Time & Accessibility

Generally, B2B respondents DO NOT participate in surveys during business hours (unless directly applicable to job)

- Too busy/not in an accessible environment
- Conflict to employer / customers
- Lack of professionalism
- Not ethical (incentive payment “going into my pocket”)

Preferred times to do surveys vary across respondents

- Morning before the business day starts
- During lunch
- After hours, Fridays, or Days off
- Seasonality (Finance, Construction, education, etc..)

Survey Experience

Research Experience

What is an appropriate survey length?

Online Surveys: *15 to 20 minutes* is the longest time tolerated

- Preference for shorter, *5 to 10-minute* surveys

IDI/Focus Group: Will participate *up to an hour*. *Half hour* is ideal.

Trade Offs to Consider

- **Shorter surveys** = Higher value/confidence, more concise information.
- **Longer Surveys** = More opportunity for comprehensive research, but less data confidence for complex, long asks.

Best Practices for Success

- ✓ Clear purpose and target
- ✓ Behavioral VS Title Screening
- ✓ Provide interesting information
- ✓ Relevant questions for the respondent
- ✓ Fewer "introspective" open-ended questions
- ✓ Meaningful, engaging Questions
- ✓ Brief (under 20 minutes)
- ✓ Individual/Personal (Qual)

Pitfalls to Avoid

- × Repetitive questions
- × Leading
- × Poor logic
- × Takes longer than promised
- × Over-Screening
- × Incorrect Grammar
- × Random / bizarre/ off topic questions
- × Oversimplified "Attention checks"
- × Too many people (Qual)

Research Experience

Survey

Recommendations

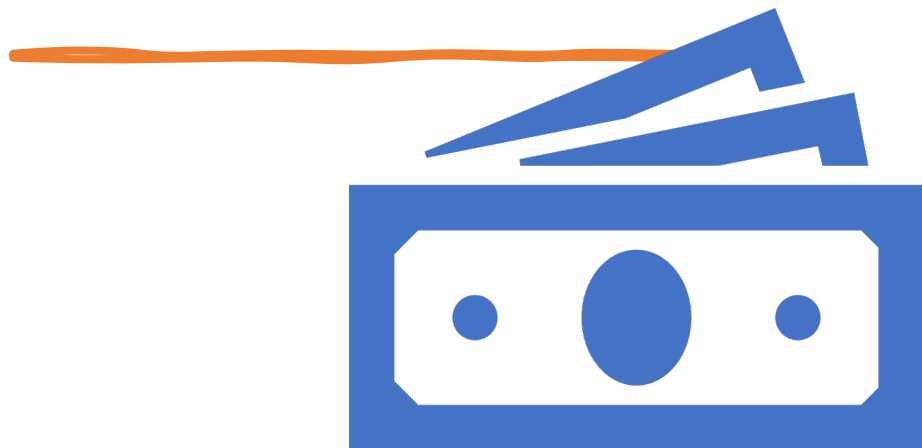
Motivations for Survey Participation

- **To learn something new** / Educational
- They feel that their input can help to change / **shape their industry**
- Allow them to become aware of business trends
- **Gain insights into business issues** or the industry
- Provide feedback for very poor or very good service
- **Express or confirm my expertise** / business knowledge
- **Help someone else make better business decisions**
- Opportunity to share my opinion
- Dollar incentive gets attention, but **other non-monetary benefits drives participation**

Incentive Options

Motivations for Survey Participation

Monetary vs. Non-monetary incentives



1. No consensus on how to calculate their required incentive

- Some indicated \$1 or \$2 per minute (up to an hour)
- Some based it on their prorated salary
- Some based it on past offers

2. C-Sat typically does not offer incentive

- For surveys that are relevant, interesting and very short, some will participate without monetary compensation

4. Generally, for business-related surveys, random drawings are not motivating

5. Some interest in charitable donations, but survey must be very short (5 minutes)

Suggestions and Recommendations

- **Better Screening:**
Make sure you are recruiting people who match your criteria
- **Universal Screener:**
(one time data entry) to be used to qualify for multiple surveys
- **Introduce topic or subject clearly up front**
- **Gamification:**
 - Points for doing surveys, a leader-board to track your progress vs. others, prizes or bonuses for reaching milestones
 - Recognition for frequent participants
- **Use SMS to invite to survey or an App to make participating in surveys on mobile devices easier**
- **Shorten incentive payment cycle**

Suggestions and Recommendations

B2B Respondents vs. Consumer Respondents

Different Audiences- Different Mindsets/Motivations

Business Respondent Mindset

The mindset of business respondents is different from those of consumers:

- More conscious of the value of their **TIME**
- Monetary payment is generally viewed as **COMPENSATION, not incentive**
- More concerned about the **IMPORTANCE and RELEVANCY of the topic**
- More interested in what they can **LEARN from the survey**
- More cognizant of **HELPING industry or client**

Incentives

The importance of incentive payment differs by profession/ status

Doctors:

Monetary compensation is of prime importance

Corporate Employees:

Less motivated by incentive and more motivated by learning opportunities and industry benefits, but still expect to be paid

Small Business and Consultants:

More willing to accept non-monetary incentives

Ultimately, Business Professionals are motivated by Convenience

Sourcing Respondents in The Digital Age:

Professionals are available for research! Where do you start looking?

Direct Resources

- Internal CRMs/networks
- LinkedIn/Social media
- List Companies

Partner/Vendor Resources

- Panel Companies
- Market Research Firms
- Qualitative Recruiters

**Pros/Cons
to consider
when going
direct:**

1. Relationship with customers
2. Time investment
3. Overall cost/conversion value
4. Limited availability
5. Respondent bias

Best Practices in Vendor Selection

Source Expertise: Experience Matters

- Generalist VS Specialist: Does your partner have experience with Professional audiences?
- Are you working with someone who is the direct source of expertise/information, or are they your go-between?

Ask The Right Questions!

- How are respondents sourced and vetted?
- How in-depth is the targeting capabilities? How are respondents profiled for consumer versus business professionals?
- Have they worked with this audience before?
- What additional resources/support do they have to offer ? (more than just audience access)

***Get Asked* the Right Questions! It Goes Both Ways!**

- Form a true partnership by aligning from the start. Is your partner asking YOU questions?
- Firmographics VS Demographics
- Responsibilities VS Titles
- Industry Specifics VS Generalization
- Recommendations for quality results rather than highest possible cost

B2B Research Industry: Collaborating for Long Term Solutions/Improvement

What is the industry doing right as a whole?

How can we continue to improve, and ensure better outcomes for everyone?

Respondent-first Mindset: Is this the reality of modern research practices?

OvationMR will continue to drive and expand on this research moving forward as part of our CSAT initiative

Our Research Partners

Audience Recruitment: Murray Hill National

Video Editing Platform:



THANK YOU

For your time

Please stop by Booth #500 to discuss how OvationMR can help you
realize

It's A Great Day For Discovering **Why**

