



IPSOS CUSTOM PANELS

#NoMoreBoringSurveys

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We can't ignore the elephant in the room any longer



**High
Attrition**

**Panelist
Dissatisfaction**

**Respondent
Inattentiveness**

**Panelist
Fatigue**

**Declining
Quality**

**Low
Response**

**Lack of
Engagement**

Our Solution...



IPSOS CUSTOM PANELS

...we create **highly customized**, proprietary panels that deliver **controlled & cost effective research** results. Our solution fosters an **engaged panelist** environment that encourages panelists to **stay connected** & provide you with **objective-driven insights**.

OUR 2016 RESULTS ARE TELLING

Average Email Open Rate: **61%** (44% - 96%)

Average Survey Response Rate: **38%** (28% - 79%)

Average Survey Completion Rate: **88%** (77% - 95%)

Average Attrition Rate: **0.4%** (0% - 2%)

Impressive Panelist Tenure in longer-standing panels –
37% of panelists have been active members for 5+ years



ICP's CORE STRENGTHS

- ✓ We have deep category and panel expertise
- ✓ We understand research
- ✓ We don't just follow best practices, we create them

Speaking of which...

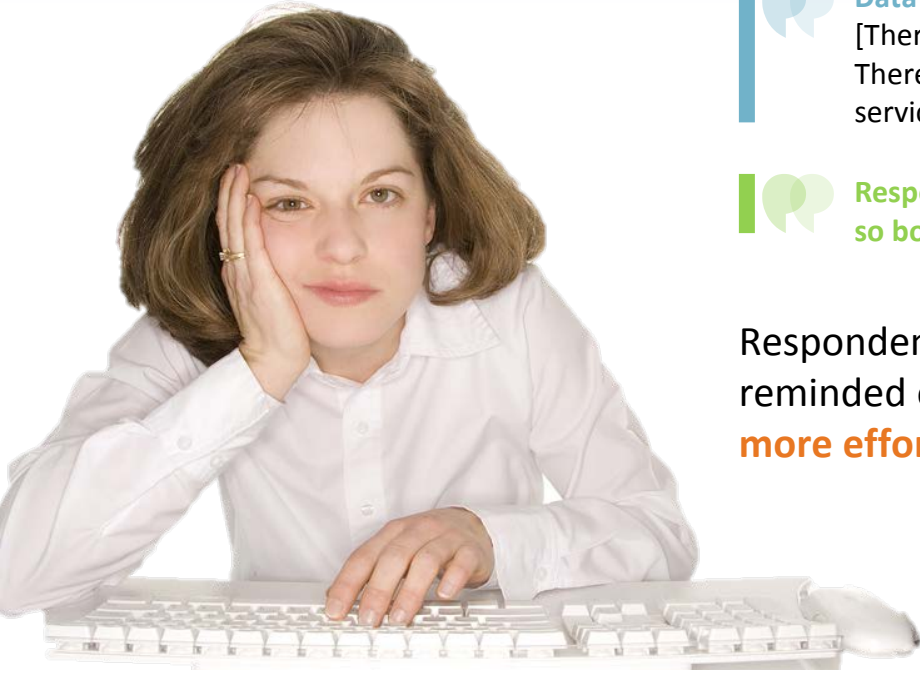


WHAT IS GAMIFICATION?

#NoMoreBoringSurveys

Gamification: What is it? What's the point?

Simply put, gamification takes the **characteristics of games that we like and inserts them into every day tasks to make them more fun**. It's no secret that when it comes to online surveys, one challenge we consistently face is the fluctuation of respondent participation. As noted in the GRIT report 2015:



Data quality is poor because respondents are bored and disengaged.

[There is] difficulty getting respondents to be cognitively engaged: There is a sense that consumers have lots to say about products and services, but they are so bored by surveys that they won't participate."*



Respondents would provide really interesting insights if they weren't so bored during data collection."*

Respondents who have an enjoyable survey experience and are reminded of playing a game are much **more likely to devote more effort and thought** to completing that and future surveys.

Gamification: What it isn't...



- ❌ It isn't video games.
- ❌ It isn't 'pointsifying' or 'badgifying'.
- ❌ It isn't over-complicating surveys.

Gamification: What is ICP's approach?

We approach gamification as a holistic change in strategy, whereby we re-think and re-design how we write survey questions – **instead of simply diverting respondent attention from the boring task, we actually change the task (a little bit) so that it is less boring and more appealing** – perhaps even fun!

It's about appealing to the intrinsic needs and desires of respondents...

Thinking. Competing. Learning.

Making these changes to surveys has been termed by many as 'gamification' but we like to simply think of it as...

A commitment to '#NoMoreBoringSurveys'



LET'S TAKE A LOOK
at a recent example...



How to get started

Some best practices to consider when committing to '#nomoreboringsurveys':

- ✓ Keep surveys short
- ✓ Limit the grids
- ✓ Consider the mobile & tablet view
- ✓ Keep open ends to 1 or 2 per survey
- ✓ Don't overdo it
- ✓ Be consistent



So, let's say goodbye to the elephant...



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A diverse group of people, including men and women of various ethnicities, are shown from the chest up, cheering enthusiastically. They have their mouths wide open in smiles, and several have their arms raised in the air. The background is a plain, light color.

...And hello
Questions?
to engaged panelists!