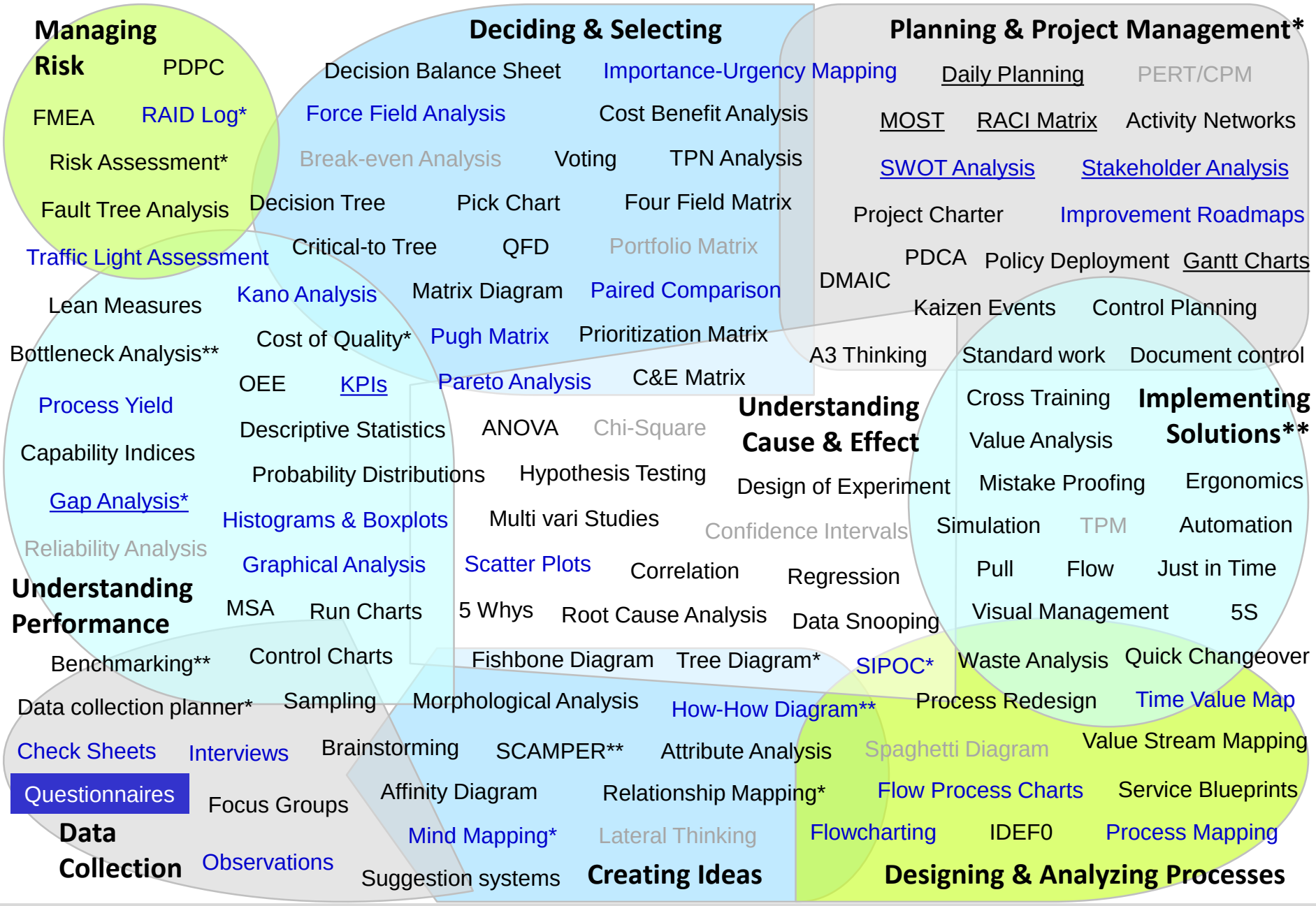
Continuous Improvement Toolkit

Questionnaires

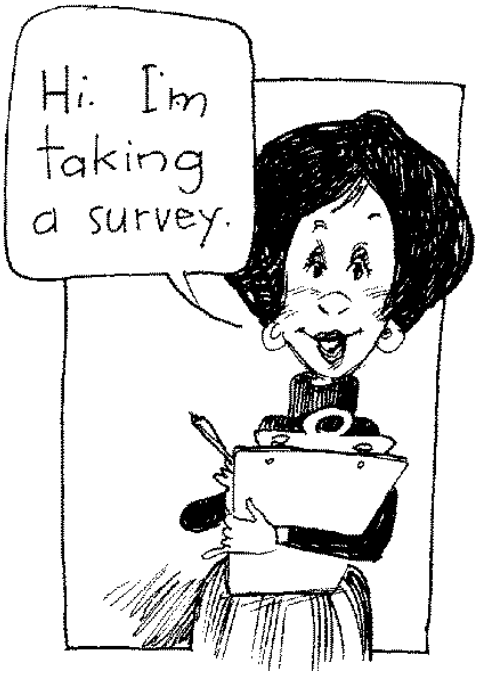
The Continuous Improvement Map



- Questionnaires

A Survey:

- A data collection method used to gather information from a selected group of people.
- Used to collect written or verbal information.
- **Involves all aspects of the research process:**
  - Survey design and construction.
  - Data collection planning.
  - Data collecting.
  - Data processing.
  - Response analysis.



What are the common methods used to conduct surveys?

- Questionnaires

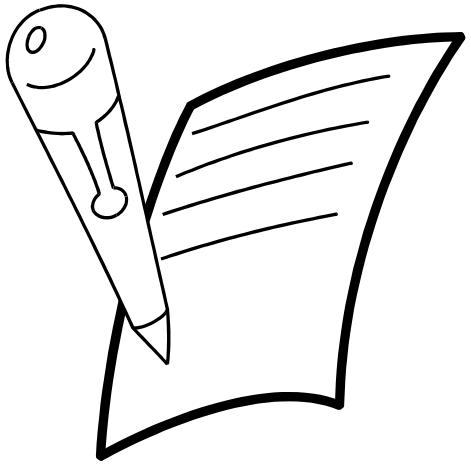
A Questionnaire:

- Consists of a set of written questions.
- Used to collect information about a particular issue of interest.
- Used to gather qualitative and quantitative information.
- Often used in research and statistical studies.

- **Allows to capture:**
  - A large amount of information.
  - In a short period of time.
  - From a large number of individuals.
  - Without spending much effort.

- Questionnaires

- **Questionnaires are commonly used in:**
  - Marketing research.
  - Organizational behavior research.
  - Academic research.
  - Quality and process improvement initiatives.



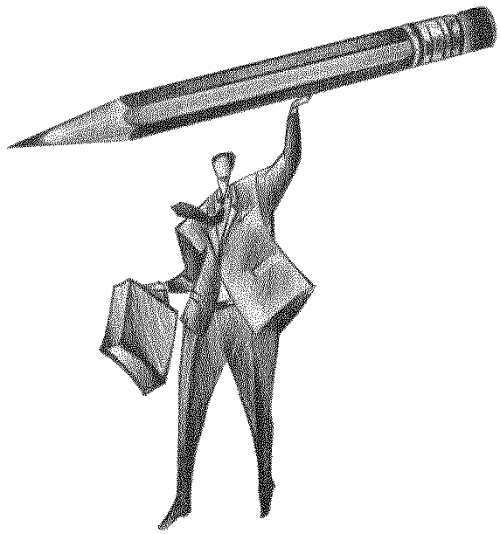
- Questionnaires

- Service industries often rely on questionnaires to determine their customer satisfaction levels.
- Questionnaire can be conducted via the web, email, phone, or in person.

- Questionnaires

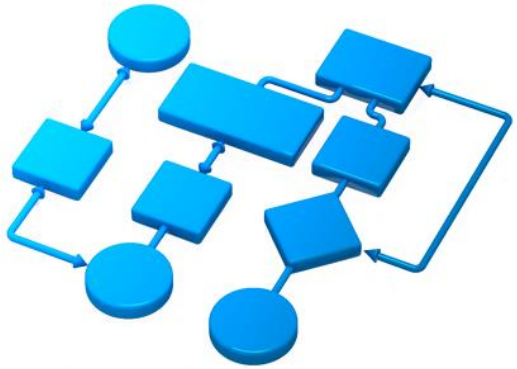
Typical Applications:

- Verifying customer/employee satisfaction levels.
- Measuring customer perception of quality on products or services.
- Measuring performance against organizational goals.
- Solving a problem or pursuing an opportunity.
- Acquiring benchmarking information.



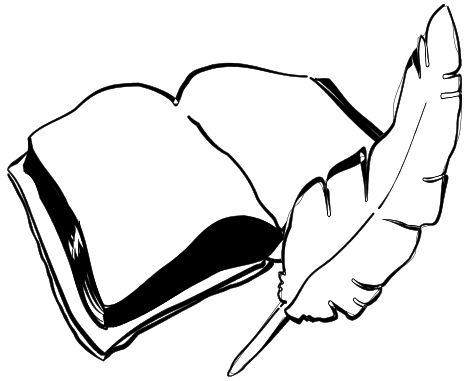
- Questionnaires

How to Construct a Questionnaire:



- Clearly define the goal of the questionnaire.
- Identify the specific information need to be collected.
- Identify the target respondents.
- Determine the relevant sampling method.
- Choose the questions type and the measurement scales.
- Draft the questionnaire and sequence the questions.
- Conduct a pilot test then finalize the questionnaire.
- Send out the questionnaire to the respondents.
- Collect, compile then analyze the results.

- Questionnaires

Basic Rules:

- Avoid making assumptions about the respondents.
- Use short questionnaires.
- Use clear understandable wording for all educational levels.
- Use positive statements and avoid asking emotional questions.
- Questions should not be biased or leading the participant towards an answer.
- Remember to include contextual questions.
- Avoid questioning more than one question per item.