

# The ConSensor® Survey Process

## The ConSensor® Internet Survey

In the beginning of 1995, we made the decision to take our ConSensor® survey box and replicate it on the web. Our decision to duplicate our box was influenced by several factors. First, we knew we had a good thing going with the high rates of return with the box. We figured that since it was an eye-catcher in three dimensions, we should be able to make it the same in two. Secondly, when we searched the web for surveys and questionnaires, we found that the only ones out there were simply boring representations of paper surveys. There was no web-ergonomic thought put into the process. These questionnaires required a lot of grab and scroll; a task we found tedious. Thirdly, we wanted to be able to aggregate the data gathered through the ConSensor® box with the data accumulated on the web. Through our own experience, we knew that respondents give different answers based upon the media used to capture their responses. For example, responses to a telephone interview give higher scores than to the same question asked on a written document or through our ConSensor® survey. Respondents suffer from boredom on most written surveys and often rush to finish without much thought given to each individual subject. Knowing that different media can produce different results, we wanted to maintain as much consistency between answers on our three dimensional technique as we could using a two dimensional medium. We specifically designed our Internet survey to emulate the appearance and function of our ConSensor® Survey Box. By having a consistent “look” and question sequence, we eliminate differences generated by methodology, cultural variations and bias.

Our criteria for creating the ConSensor® Internet Survey was threefold:

1. It had to look like our regular survey box.
2. We wanted an interesting, fun, eye-appealing survey on the screen that one could use as a single picture... that is, “no scrolling required”. We wanted to minimize the grab

and scroll mouse action common to “ordinary” web based questionnaires.

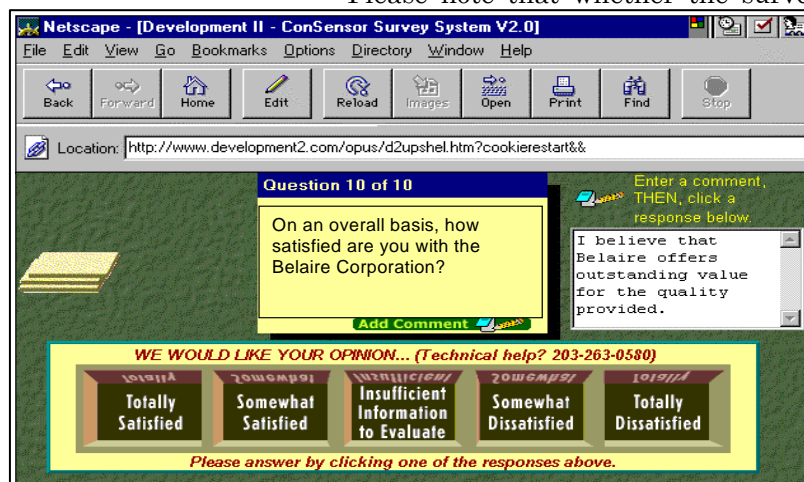
3. The survey had to accommodate multiple languages.

We worked with Blink-On-Line Publishing from New York to create the web site for us.

This image was the first to be seen by a Digital customer, who incidentally, had been pre-screened and asked to participate in the survey.

They then choose which language they wish to use, highlight the appropriate box, click with the mouse and the next screen comes up in the language of their choice.

Please note that whether the survey vehicle is via the box or the Internet, the validation process remains the same. Obviously, the survey distribution and method of collection are different.



The “notepad” allows survey participants to type in comments as they read each question. On the average, 48% of the participants add comments, with an average of three per person.

Since the initial launch of the ConSensor® Internet Survey in 1995, we have developed four versions due to changes in available programming languages and browsers. Our ultimate goal, as always, is to make the surveying process better, faster and more accurate.

## 3D versus 2D

The decision to use the three dimensional ConSensor® Survey Box or the two dimensional ConSensor® Internet Survey is fully dependent upon the sophistication of our clients’ customers and what proportion has access to the Internet. Both of the Development II methodologies provide extremely valid and reliable data.

**With our proprietary ConSensor® process, you gain the ability to:**

- **See your business the way your customers see it.**
- **Hear what your customers want you to hear.**
- **Gain a standing invitation to meet with top-level customer decision makers - armed with concise insight into their needs, opinions and desires about their business relationship with your company.**
- **Strengthen Customer Loyalty**
- **Increase Customer Repurchase Intent and Activity**
- **Identify and Eliminate Customer Needs and Issues That Are Costing You Sales.**
- **Improve Customer Satisfaction**
- **Avoid Customer Defections**

- At a large telecommunications company, a \$90,000 purchase was about to be canceled. ConSensor® identified both the problem and the cause, giving the company a last minute opportunity to save the account. Once aware of the pending loss, and armed with concise insights to the customer's needs, the account was not only retained, but \$277,000 in additional sales was realized.
- For one client, ConSensor® uncovered a \$1.8 million maintenance contract that was about to be canceled. Using our full process, the contract was not only saved, but \$900,000 worth of new business opportunities was also generated.
- A precision manufacturer had built a substantial portion of its business marketing around a proprietary product finish. After ConSensor® discovered that the finish, under certain conditions, didn't work, additional refinements were implemented that eliminated the problem. Sales of that particular product the following year increased 12%.

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