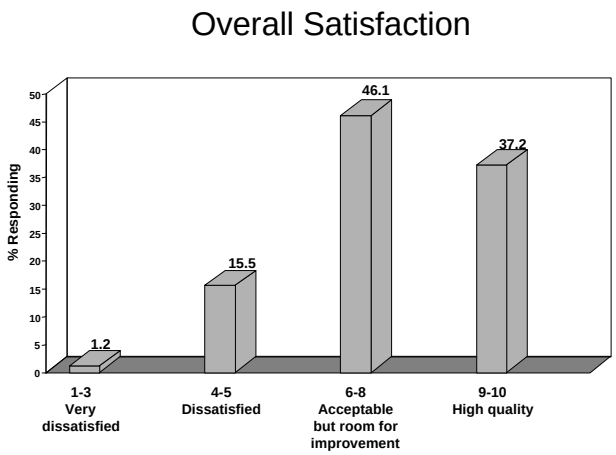
FACTSHEET VIII

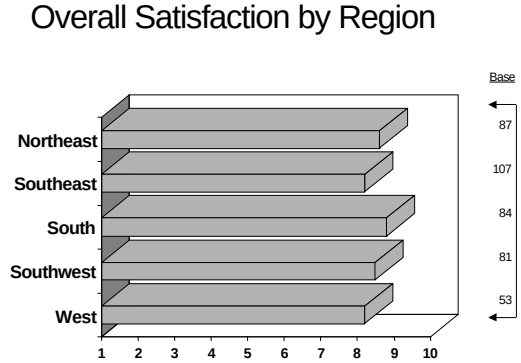
Once data have been collected, think hard about how you want to present them. Often, we focus a lot of attention on collecting feedback and performing complex analysis and forget that we have to market the findings if we are going to help bring about change. The form you select for presentation can make or break all the previous work. Results need to be communicated clearly to the appropriate people before an organization can begin learning from its customers

There are many variables to consider when presenting data, such as the nature and level of the audience, the reasons the feedback was collected and how it will be used, and the nature of the data itself. Some of the more common forms are listed below, with a brief explanation of the unique use of each presentation.

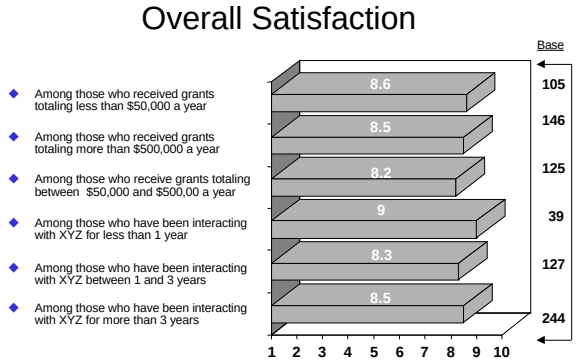
A very *basic bar graph* can be used to convey the percentage of the population that responds within a given range. For example, the graph above indicates that 1.2 percent of the respondents rated their overall satisfaction as 1, 2, or 3 on a scale of 1 to 10; 15.5 percent rated overall satisfaction as 4 or 5; 46.1 percent as 6, 7, or 8; and 37.2 percent as 9 or 10. Note that these groupings of 1–3, 4–5, 6–8 and 9–10 are somewhat arbitrary, and can be changed to suit the needs of your project. Additionally, the labels *very dissatisfied*, *dissatisfied*, *acceptable, but room for improvement* and *high quality* are also subject to change according to individual needs.

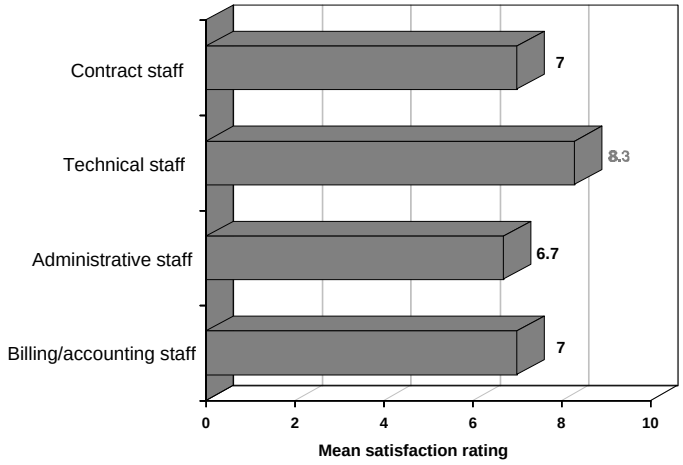


It is often useful to *organize responses by customer segments* that are meaningful to the survey audience. In the case above, the mean, or average, overall satisfaction ratings are organized by geographic regions. Note also that the base, or number of respondents in that region, is noted to the right of each bar. This can be important to identify the relative validity of the information.



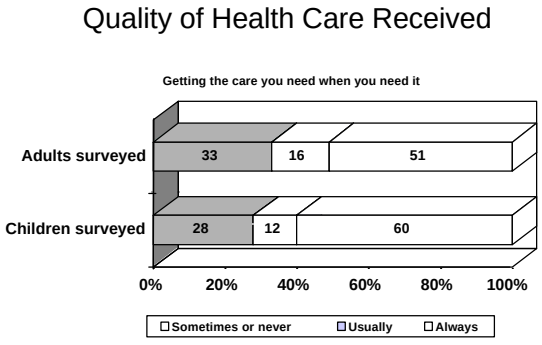
Responses can also be organized by other types of segments. In the case above, respondents answered questions about their length of use, and the amount of grant money they had received. Note that the numbers of respondent in each category is to the right of each bar.





A bar graph can also be used to *identify the mean*, or average, response to various services received. This is useful to compare the levels of satisfaction between services offered.

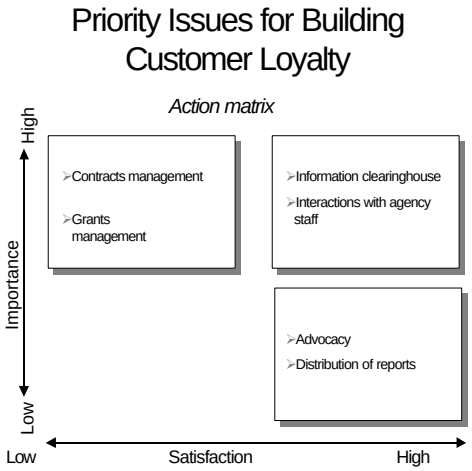
A slightly more complex graph can allow the *comparison of responses between two segments* of a population. In the example above, 62 percent of the children surveyed considered the quality of the health care they received to be 9 or 10, on a scale of 1 to 10. In general, it appears that more children rated the quality of health care as higher, while more adults provided lower ratings.



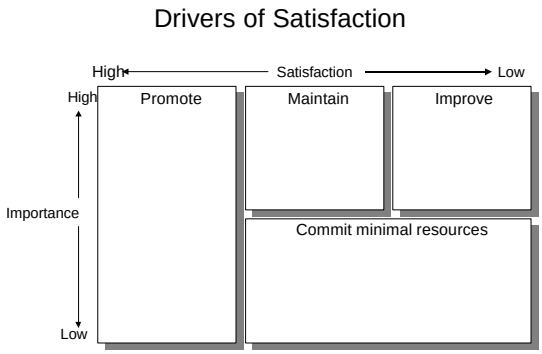
Another way to compare two

populations is to use *segmented bar charts,* as shown above. The graph above indicated that children surveyed were more likely to feel they received the care they needed when they needed it.

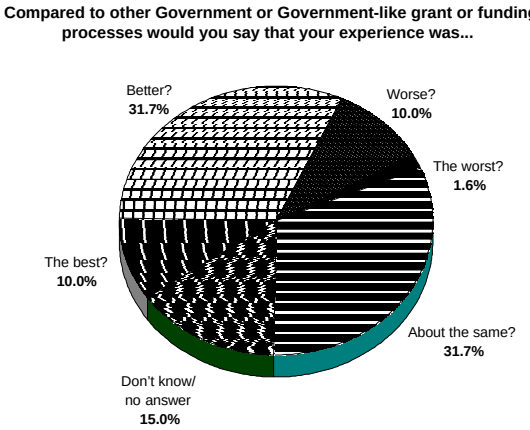
If *driver analysis* is being performed, a useful way to present the results is in a *quadrant chart,* as in the example above. By comparing the levels of satisfaction with the levels of importance, we can prioritize results. In the example above, the services listed in the upper right quadrant are those that were very important to the customer and were rated as providing high levels of satisfaction. These services, *information clearinghouse* and *interactions with agency, staff* are identified as areas where the organization is meeting or exceeding the customers needs. In contrast, the upper left quadrant identifies services that are very important to the customer, but are rated as providing low satisfaction. It is these services, *contracts management* and *grants management*, that require immediate attention. The lower right quadrant identifies services that provide high levels of satisfaction, but are not important to the customer. In the example above, no services were found to be in the lower left quadrant. This quadrant identifies services that are not important to the customer and provide low levels of satisfaction.



Another example of a chart that related the results of driver analysis is above. In this case, subjective labels have been applied to the areas of the chart, according to the needs of the project



A *pie chart* is another method useful for relating the proportions of a population that responded in a particular way to a question. In the example on the previous page, the majority of the respondents clearly felt that the funding process was *about the same* as with others.



Examples of Customer Remarks Concerning Billing Needs

- "Billing is sketchy and difficult to understand."
- "We are running approximately 6 months behind on billing."
- "I have had problems with billing, and would like XYZ to reassess the way they are billing; timeliness and accuracy."
- "Poorly itemized billing."
- "Billing report really hard to understand, very inconsistent."
- "More prompt billing, so that I can delete them off the records."
- "Billing is a twilight zone."

What Products or services do XYZ customers want to see offered? (# of responses)

◆ Information distribution		34
- Internet	9	
- Mailings	15	
- Other	10	
◆ Improved/clarified policies (supplies, photographic printing, microfilm, signs,library, etc.)		20
◆ Improved customer service		7
◆ Informing customers of existing services		8

Open-ended *responses* are usually *organized according to subject matter*. In the example above, comments that refer to problems with a billing service are grouped together. This is a very effective way to communicate comments from customers to the audience. Following is an example of open-ended responses being organized and grouped together. The actual statement by the customer is not listed, but the numbers of customers who felt a certain way is clearly communicated.

One additional type of chart which can be useful for presentations is the *trend or run* chart which is used to identify meaningful changes from year to year, or between feedback activities. Such charts are used to monitor progress and portray improvement. A time series chart not only can show trends, it can portray relationships. With time series, change and relationships in two or more items can be compared that would otherwise appear on different scales (apples and oranges) if the net change from one point to another is defined as a percentage.