



Designing Intelligent Questionnaires for Business Assessment

Using Metolius™ to create an
effective analytic survey.

Surveys and questionnaires have been used by organizations to query, assess, and validate business goals and objectives for decades. While both gather information, the survey process also employs data analysis to convert the raw data into insights and opportunities. The process of data analysis is, however, time-consuming and often expensive.

INTELLIGENT QUESTIONNAIRES

To streamline and make the survey and assessment process much more cost-efficient, iBridge has established the concept of intelligent questionnaires. Intelligent questionnaires not only collect and organize data but also utilize embedded analytic tools to immediately generate actionable insights.

There are several steps involved in developing an intelligent questionnaire. The first is identifying the objective of the assessment results. Unlike statistical surveys that deduce the ratio of opinions or observations found in the quantitative data, assessments seek to expose the underlying properties that can confirm or qualify the assessment's goal or objective.

Crafting questions that can measure opinions or behaviors accurately is the most important step of any survey process. With intelligent questionnaires, it is also imperative to structure the relationship or combination of questions around a

specific theme, which represents the primary factors that are known to support or oppose the assessment goal.

While the intelligent questionnaire is a powerful tool, the quality of the insights is determined largely by how you design the questionnaire. In this article, we'll share how you can develop an analytic survey instrument that yields accurate results.

THE VALUE OF AN ANALYTIC SURVEY

Analytic surveys are designed to pinpoint gaps or measure achievement based on participant response. Traditional surveys simply gather raw numbers on how many people select a specific response (e.g., 38% choose red, and 62% pick blue). Intelligent questionnaires are uniquely structured around an assessment goal and allow you to immediately generate insights and conclusions.

To get started, you must determine the purpose or goal for your intelligent questionnaire. This can be measuring level of risk, the maturity of your process, the likelihood of project success or a hundred others. Once you have the assessment goal, define the primary factors that contribute to or oppose the achievement of the goal. Then determine the activities, practices, or manifestations that would be evident to the participant and frame the questions to measure them.

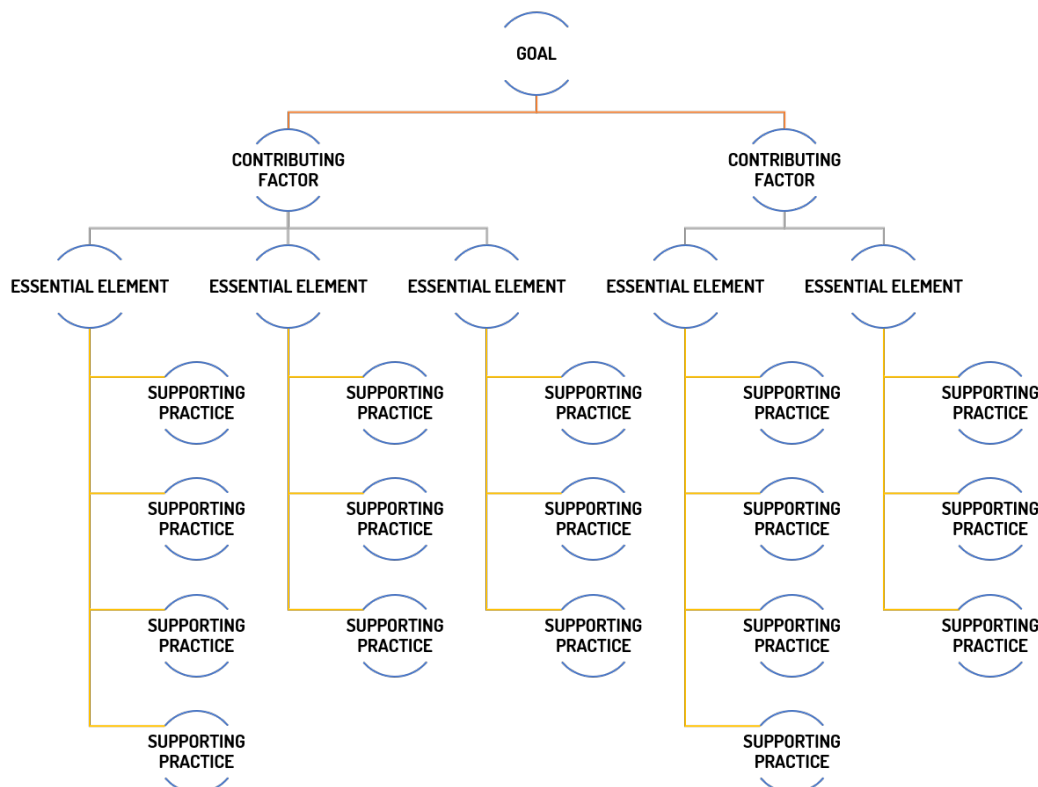
The measurement of an assessment goal should represent the composite findings from questions related to factors, elements, and practices.

If the goal is to evaluate compliance with industry regulations, then the first step is to determine the primary factors that support successful compliance. Policies, procedures, training, audit, and remediation are common factors associated with a regulatory mandate. These factors are surveyed to better understand the elements and practices that help gauge presence, maturity, and performance.

An element of policy might be availability, along with content clarity, up-to-date revisions, and how well the policy is followed. The practices, which become the questions, measure the existence, veracity, maturity, or structure of the elements. Take care in creating the right questions and scoring values, which foster the survey's validity and accuracy.

Intelligent questionnaires do not solely rely on positive responses. Accordingly, the Likert scoring options with Metolius can be positive, neutral, negative, or punitive. Open-ended questions are not recommended for scoring but can be included for sentiment and insight.

"In today's fast-paced business environment, organizations need to gain intelligence from advanced business assessments quickly"





KEY CONSIDERATIONS WHEN DESIGNING AN ANALYTIC SURVEY

Here are some best practices to follow when creating your survey:

- Before creating a survey, you must get clear on the purpose of the assessment and the specific knowledge you aim to gain from your survey.
- Use the same question wording and maintain a similar context if the survey is designed to measure opinion or experience.
- Avoid cleverness, humor, and business jargon that can confuse the respondents.
- Consider the choice of words and phrases in your questions to avoid ambiguity. The language should express your intent accurately while ensuring that all respondents interpret the question in the same manner.
- Consider how question order may affect the result. Randomize the questions whenever possible.
- Ordinal Likert scales like "strongly disagree to strongly agree" or "never to often" will provide you with a better sense of how much not just "if they do" or "if they don't."
- For questions that require an opinion or rating, provide a "neither" or "don't know" option. Don't force respondents to answer an either/or question of which they may not have an opinion or the experience to provide an answer.
- Depending on the seniority of the participants and the requirements of the activity, "don't know" may not deserve a neutral score. For example, if the senior manager doesn't know if the company has a policy regarding sexual harassment or drug use on company premises, the response of "don't know" may justify a negative score to strengthen the validity of the results.
- Avoid compound or "double-barrel" questions that ask the respondents to consider two factors for one outcome. For example, "Please agree or disagree with the following statement: Cars should be faster and safer."
- Avoid leading questions. The question "do you have any problems with your boss?" subtly implies there are problems, as opposed to "how would you describe your relationship with your boss?"
- Conduct a pretest to make sure that respondents are interpreting the questions as intended and find out if the question order may influence responses.

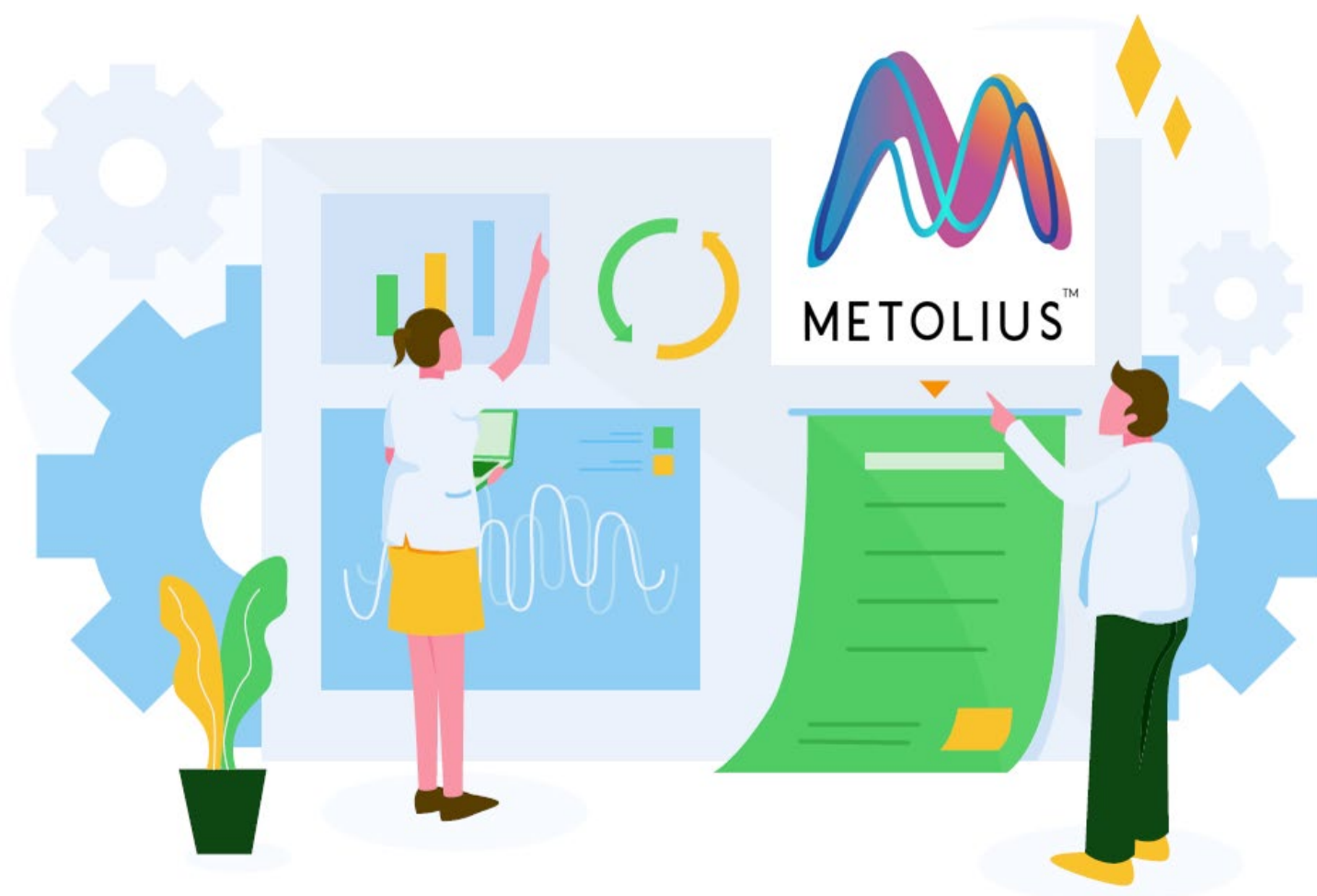
GOOD SURVEY DESIGN IS JUST THE BEGINNING

A well-designed analytics survey is only as good as how effectively you deploy the questionnaire to gather responses and generate the insights that you need. However, the traditional extract, transformation, load (ETL) process is often costly and cumbersome.

In today's fast-paced business environment, organizations need to build and deploy advanced business assessments quickly so they can generate detailed assessment results and actionable feedback instantly.

Metolius, our intelligent questionnaire platform, streamlines the data collection and analytics process by combining the simplicity of a digital survey generation platform with advanced data analysis features present only in complex business intelligence software. You can automate the process by combining the capabilities of collecting responses and analyzing them on a single platform will increase efficiency and accuracy.

Learn more about Metolius and request a demo here. [[LINK](#)]



Metolius' Direct Benefits



Market Expansion
and Scale



Overall Cost
Reductions



Increased
Customer
Satisfaction



Consulting
Service Sales
Growth



iBridge is a Digital Transformation Company.

We help our clients collect, manage, and analyze their data to create meaningful operational control and improved profitability.

For more than a decade, iBridge has successfully distilled complex information into actionable results.

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