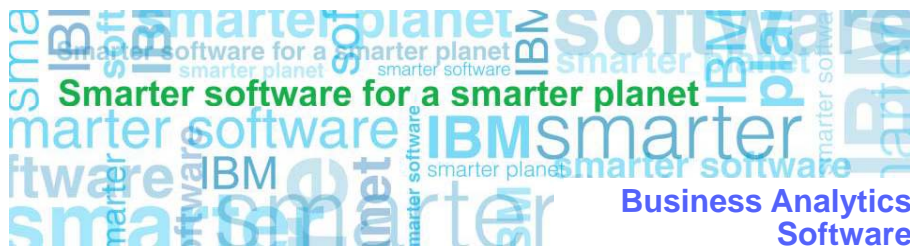


Karen Hardie - Senior Technical Sales Consultant
May 5, 2011



Collecting and Analysing Survey and Research Data



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Voice of the customer

Customer Relationships

NPS – Net Promoter Score

Customer-centric

Customer Satisfaction

Customer Loyalty

Community Engagement

Listening to our customers

Customer Insight

Staff are the key

Highest retention rate

Business Analytics software

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Software for a smarter planet

What If.....

You could use feedback captured from:

- Customers
- Constituents
- Employees
- Students
- Patients
- Stakeholders

to make improvements to your businesses, services or programs.

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You could.....

- Reduce marketing spend
- Tailor web sites
- Better identify prospects
- Analyse buying patterns
- Personalise interactions
- Have better knowledge of customer requirements
- Be more aware of staff needs
- Identify students at risk
- Identify problem areas in your organisation.

Business Analytics software

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Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes

Business Analytics software

5

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Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes

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A Holistic Approach

Descriptive

Behavioural

Interactional

Attitudinal

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The End of the Averaged Customer

95% of Top Performers' Consider Getting Closer to Customers Their Top Priority

Category	Percentage
Others	83%
Standouts	95%

Getting closer to customers

14% more

Building intimacy & trust

"To surprise customers requires unexpected ideas through interactions of people with diverse perspectives."

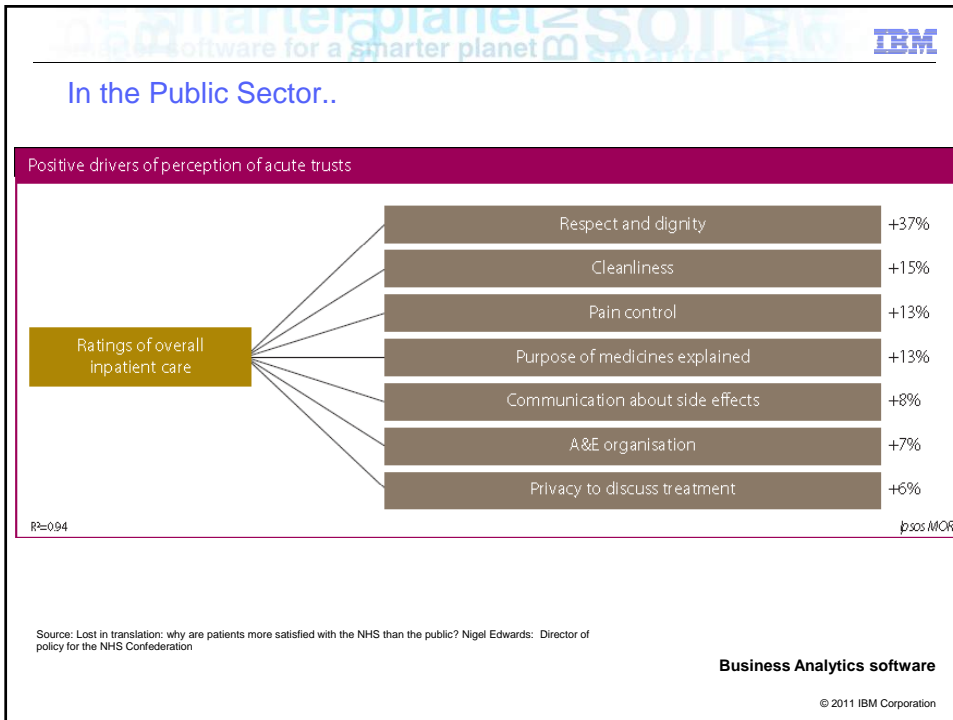
Shukuo Ishikawa
President and CEO, Representative Director, NAMCO BANDAI Holdings, Inc. Japan

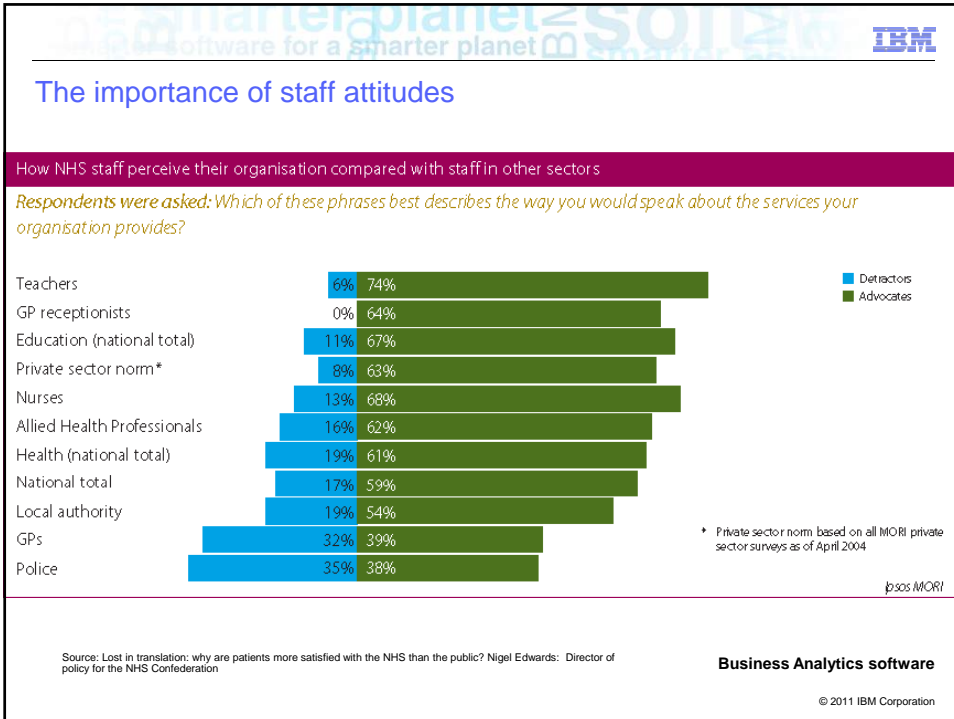
"Our customers want personalization of services and products. It is all about the market of one."

Tony Tyler
CEO, Cathay Pacific Airways, Hong Kong

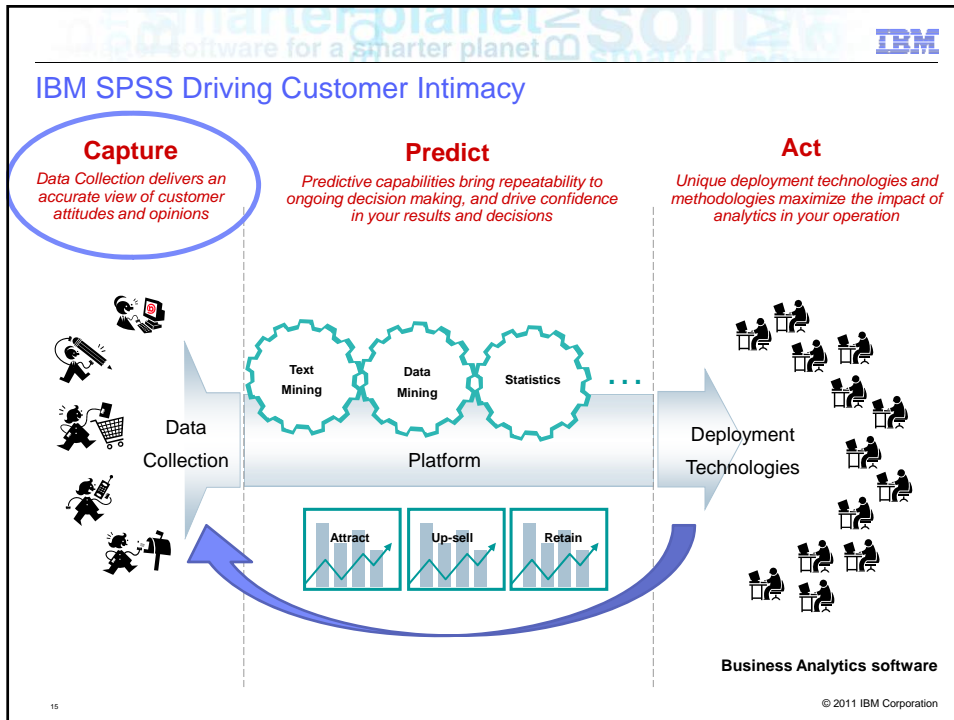
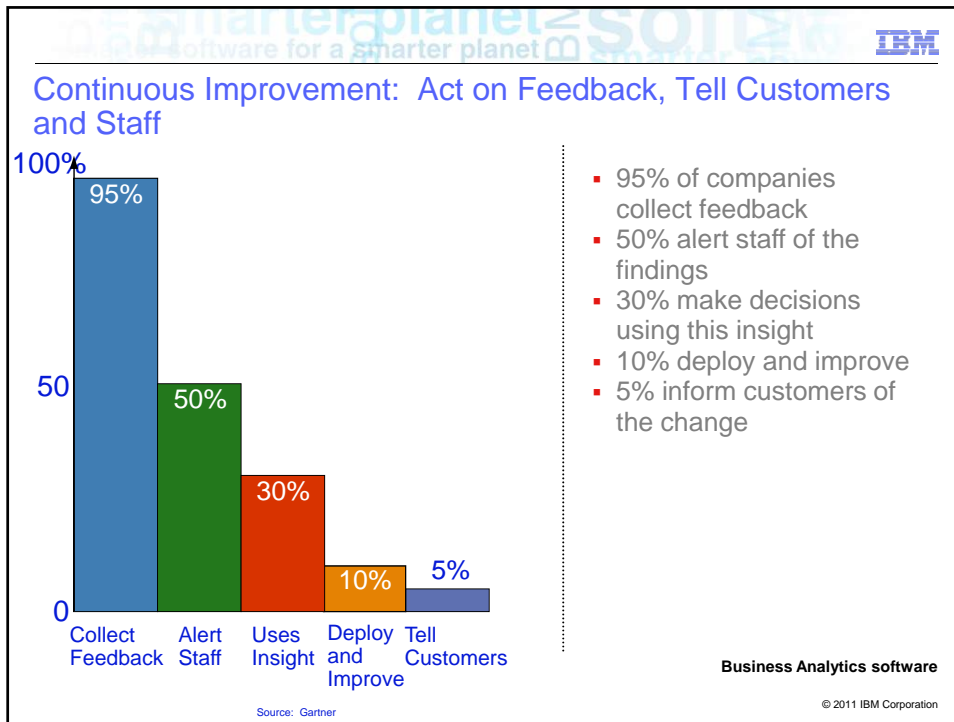
Business Analytics software

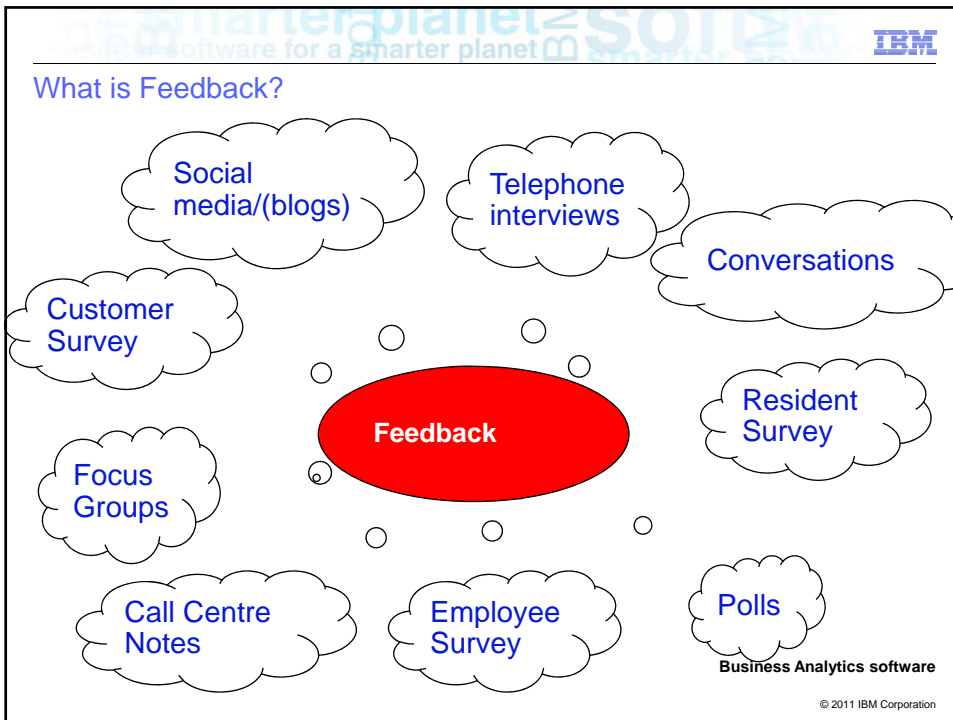
Source: IBM's 2010 Global CEO Study – Capitalizing on Complexity (1,541 CEOs, 60 nations, 33 industries) © 2011 IBM Corporation









- IBM Business Analytics software for a smarter planet
- ### Why do we collect feedback?
- Deliver reliable, **actionable** insight
 - Customer Satisfaction/Retention
 - Staff retention
 - Concept Testing and Product Planning
 - Brand/Messaging/Image Development... and more!
 - Operate more efficiently
 - Have a **direct** impact on business
- Business Analytics software
- © 2011 IBM Corporation





- software for a smarter planet
- ### Agenda
- Why feedback is important
 - **IBM SPSS Data Collection – Demonstration**
 - Add value with IBM SPSS Statistics
 - Customer Successes
- Business Analytics software
- 17
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IBM Business Analytics software for a smarter planet







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Author


IBM SPSS Data Collection

- Author once
- Re-use
- Standardise questionnaires
- Control
- Advanced version control
- Match the tool to the user
- Have capacity for complex surveys
- Maximise use of resources
- Multi-lingual
- Minimise work for analysis
- Clean, high-quality data.

Business Analytics software

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Software for a smarter planet 




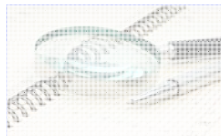


Author

Demonstration

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Author

- Easy to use
- Centralise & share survey assets
- Control Access
- Increase in efficiency
- Faster to react

Deploy


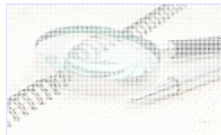


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IBM SPSS Data Collection

- Multi-modal
- Centralised
- Secure
- Interact with organisation databases
- Tailor survey to market
- Track progress
 - - Respondents
 - - Telephone Interviewers.

Business Analytics software

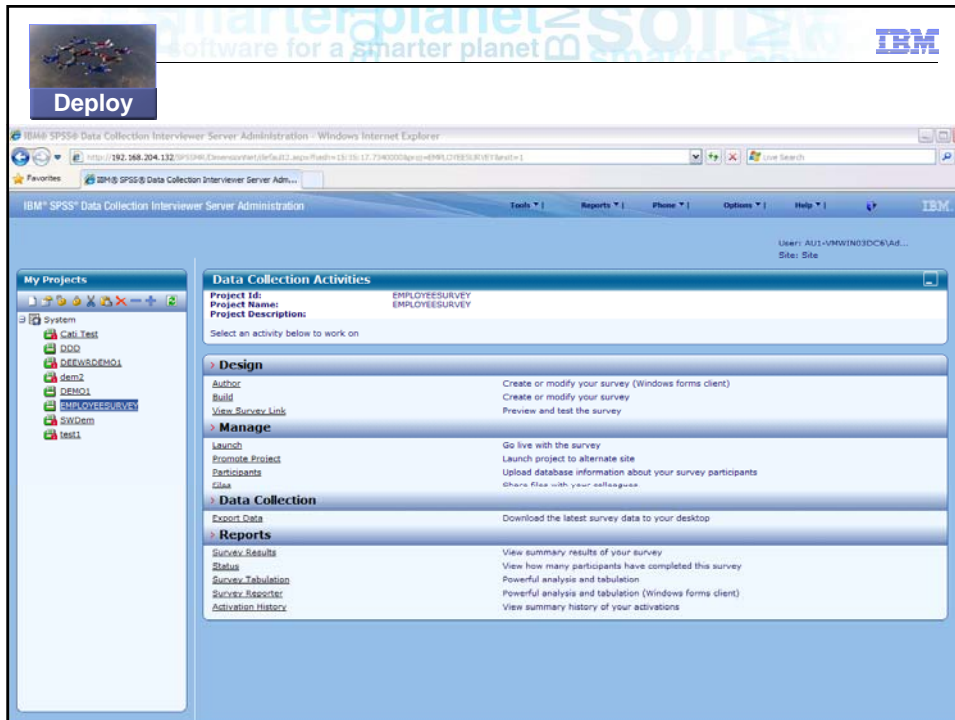
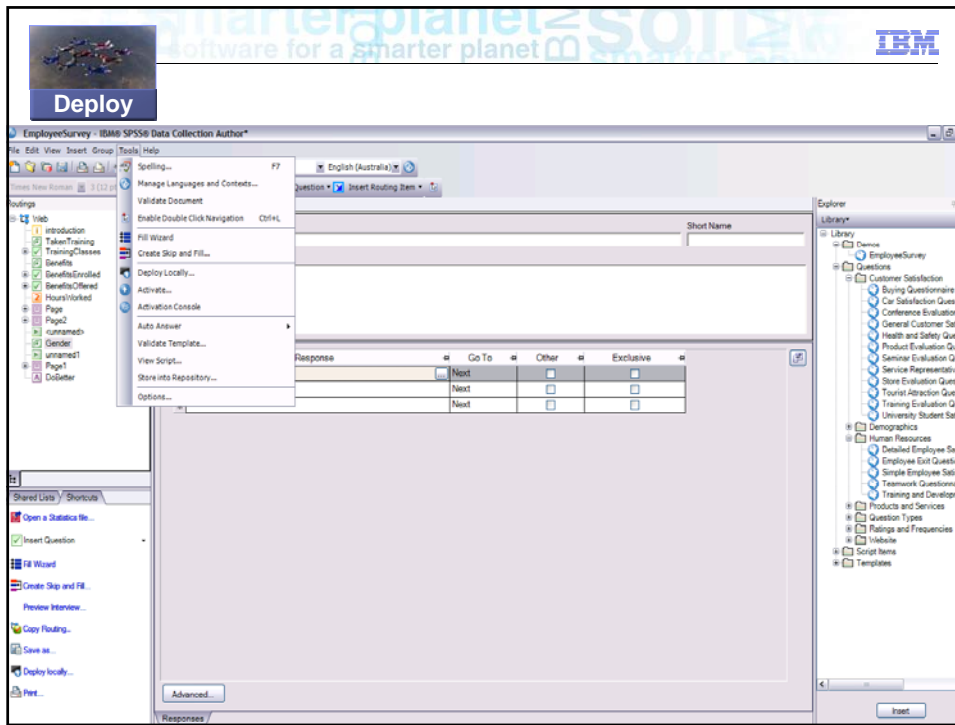
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Demonstration

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Deploy

View Survey Link - Windows Internet Explorer

Participants wanting to take the 'live' survey should use this URL:
http://A11_VMW/IN3DPC/myWeb/m1Web.dll?Project=EMPLLOYEE_SURVEY
 Copy to Clipboard

Designers wanting to test the survey should use this URL:
http://A11_VMW/IN3DPC/myWeb/m1Web.dll?Project=EMPLLOYEE_SURVEY&Test=1
 Copy to Clipboard

Close

Deploy Online

Staff Survey

How would you rate MTS as an employer on each of the following factors

	Very Poor	Poor	Average	Good	Very Good
I have the right amount of independence from my immediate supervisor to do my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My immediate supervisor is good at managing me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My performance review provides me with information I need to do my job better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive enough training to be able to improve my skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know what is expected of me in my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior management has a clear sense of direction for our company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My compensation is appropriate for my job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication within my department is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the company's goals, strategies and mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication between the different parts of the company is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My immediate supervisor is good at managing others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think there are opportunities for career growth at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous Next Stop

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Deploy Telephone

IBM® SPSS® Data Collection Interviewer Server Administration

My Projects

- System
- Call_Test
- CDQ
- DEEWRDEMO1
- dem2
- DEMO1
- EmployeeSurvey2
- SiteDem
- test1

Data Collection Activities

Project Id: EMPLOYEESURVEY2
 Project Name: EmployeeSurvey2
 Project Description: Employee Survey

Select an activity below to work on

Design	
Author	Create or modify your survey (Windows forms client)
Build	Create or modify your survey
View Survey Link	Preview and test the survey
Manage	
Launch	Go live with the survey
Promote Project	Launch project to alternate site
Participants	Upload database information about your survey participants
Participant Rules	Specify how participants access your survey
Email	Invite participants to take your survey
Phone Surveys	Manage telephone-based interviewing
Review Interviews	Review data collection interviews
Files	Share files with your colleagues
Data Collection	
Phone Participants	Telephone respondents to participate in a survey
Export Data	Download the latest survey data to your desktop
Reports	
Survey Results	View summary results of your survey
Status	View how many participants have completed this survey
Phone	View information on telephone-based interviewing
Survey Tabulation	Powerful analysis and tabulation
Survey Reporter	Powerful analysis and tabulation (Windows forms client)
Activation history	View summary history of your activations

Deploy Telephone

IBM® SPSS® Data Collection Interviewer Server Administration

My Projects

- System
- DEEWRDEMO1
- EmployeeSurvey2

Data Collection Activities

Project Id: EMPLOYEESURVEY2
 Project Name: EmployeeSurvey2
 Project Description: Employee Survey

Select an activity below to work on

Data Collection	
Phone Participants	Telephone respondents to participate in a survey

Deploy Telephone

IBM® SPSS® Data Collection Phone Interviews

Project: EmployeeSurvey2

Click the 'Next Contact' button to retrieve the next contact

- Next Contact
- Get Specific Contact
- Change Project
- Exit

Deploy Telephone

Id: EID15 PhoneNumber: +61278271727 PreviousQueue: FRESH

Name: John Smith Project: EmployeeSurvey2

Comments: [edit]

Call Outcomes

- Abandoned
- Answering machine
- Appointment
- Business
- Busy
- Cell phone
- Dialer busy
- Disconnected
- Fast busy
- Fax
- Language barrier
- Language recall
- Network busy
- No answer
- Not available
- Refused
- Rejected
- Transfer to web
- Wrong number

Introduction to Survey

Dial number and select Call Outcome from the list on the left. +61278271727

Good afternoon,

My name is karen_Hardie I am calling on behalf of Human Capital Management.

We are doing a survey on behalf of your employer to ask you about some of the training you may have done recently.

Would you mind answering a few questions about this?

It will take around 10 minutes.

Deploy Telephone

Id: E1021 PhoneNumber: +612123456789 PreviousQueue: FRESH

Comments: Project: MTSHRDEM1

Call Outcomes

- Abandoned
- Answering machine
- Appointment
- Away For Duration of Study
- Business
- Busy
- Cell phone
- Dialer busy
- Disconnected
- Fast busy
- Fax
- Gatekeeper/Inf problem - send to Supervisor
- GK/Informant problems
- Hard Of Hearing
- Informant denies Resp existence
- Language barrier
- Language recall
- Language problem - GK
- Language problem - Respondent
- Make appointment SOFT
- Non Interviewer Required
- Network busy

Introduction to Survey

Dial number and select Call Outcome from the list on the left.

+612123456789

Good afternoon,

My name is KAREN_HARDIE, I am calling on behalf of IBM.

Would you mind answering a few questions on working for MTS?

It will take around 10 minutes.

For quality assurance, this phone call may be monitored and recorded. Is this acceptable to you?

Deploy Paper - Scan or data enter

Document1 (Review) - Microsoft Word

Benefit currently enrolled

Please indicate which benefits you are currently enrolled in by checking the box next to each benefit which applies. Please check all that apply.

<input type="checkbox"/> Medical HMO (Individual)	<input type="checkbox"/> ADO (Individual)
<input type="checkbox"/> Medical HMO (Family)	<input type="checkbox"/> ADO (Individual & Spouse)
<input type="checkbox"/> Dental HMO (Individual)	<input type="checkbox"/> Vision
<input type="checkbox"/> Dental HMO (Family)	<input type="checkbox"/> Flex Spending (Medical)
<input type="checkbox"/> Medical PPO (Individual)	<input type="checkbox"/> Flex Spending (Transportation)
<input type="checkbox"/> Medical PPO (Family)	<input type="checkbox"/> Flex Spending (Child Care)
<input type="checkbox"/> Dental PPO (Individual)	<input type="checkbox"/> Retirement (401k, 403b, IRA, etc.)
<input type="checkbox"/> Dental PPO (Family)	<input type="checkbox"/> Pre-Paid Legal
<input type="checkbox"/> Life Insurance (Individual)	<input type="checkbox"/> Other (Please Specify) (Please write in)
<input type="checkbox"/> Life Insurance (Individual & Spouse)	

Benefit you'd like to see offered

Please indicate which benefits you would like to see offered by your company. Again, please check all that apply.

<input type="checkbox"/> Medical HMO (Individual)	<input type="checkbox"/> ADO (Individual)
<input type="checkbox"/> Medical HMO (Family)	<input type="checkbox"/> ADO (Individual & Spouse)
<input type="checkbox"/> Dental HMO (Individual)	<input type="checkbox"/> Vision
<input type="checkbox"/> Dental HMO (Family)	<input type="checkbox"/> Flex Spending (Medical)
<input type="checkbox"/> Medical PPO (Individual)	<input type="checkbox"/> Flex Spending (Transportation)
<input type="checkbox"/> Medical PPO (Family)	<input type="checkbox"/> Flex Spending (Child Care)
<input type="checkbox"/> Dental PPO (Individual)	<input type="checkbox"/> Retirement (401k, 403b, IRA, etc.)
<input type="checkbox"/> Dental PPO (Family)	<input type="checkbox"/> Pre-Paid Legal
<input type="checkbox"/> Life Insurance (Individual)	<input type="checkbox"/> Other (Please Specify) (Please write in)
	<input type="checkbox"/> Other (Please Specify) (Please write in)

Deploy **Paper – Scan or data enter**

Serial number

Department What Department do you work in?

Sales Finance and Administration
 Marketing Logistics and Warehousing

Region In what region are you located?

Australasia Middle East
 North America Africa
 South America Other
 UK/Europe Prefer not to answer

Born In what year were you born?
1940 - 1994

Age How old are you?
14 - 78

Time How long have you been employed by MTS?

Under 1 year 5-10 years
 1-2 years Over 10 years
 2-5 years

39

Deploy **Call Centres**

http://choneysps - Associated Banking Corporation - Call Center - Microsoft Internet Explorer

Associated Banking Corporation

Search:

October 24, 2004

ABC Call Center: Welcome Tom! My Activities Team Activities Products Charts Instructions Help Log-off

Phone Calls: [Get Call] [End Call] [Hold Call] [Directory]

New Customer ID: 13578-1000 Phone Number: 555-555-1212

Last Name: Anderson First Name: Ellen

Address: 123 Maple Drive

City: Bloomington State: IL Zip: 61234

Phone Number: 555-555-1212 Work: 555-555-2222

Gender: Female SS #: 111-22-3333

Occupation: Other Accounts: Checking Account

Recommendations:

- Family Savings Account
- Premium Savings Account

New Values: Lifetime Values: Retention Score:

Service:

We would be very pleased to welcome you as a customer. Let me just take down a few details. (gather name, address, and SS#)

Can I ask you a couple of questions that will allow us to better service you going forward?

Do you currently have investment products with other bank?

Do you intend to make ABC bank your primary bank?

Yes No

ware
ration

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Deploy **Mobile devices**

A photograph showing two women sitting at a wooden table. One woman, wearing a purple top, is pointing at a tablet held by the other woman, who is wearing a blue top. The tablet displays a complex data visualization with various charts and tables. A black telephone is on the table between them. The background includes a green plant and a red chair.

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<p>Author</p>	<p>Deploy</p> <ul style="list-style-type: none">■ Increase participation■ Easy to control■ Engage your stakeholders■ Increase efficiency■ Get timely results	<p>Analyse</p>	<p>Distribute</p>
---------------	---	----------------	-------------------

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Author Deploy Analyse Distribute

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Analyse IBM SPSS Data Collection

- Data is centralised
- Easily exported
- Can be integrated with organisational databases
- Control access
- Easy to use tools
- Accessible anywhere
- Reuse previous work
- Share work across organisation.


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Analyse

Demonstration




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Analyse

Access



IBM® SPSS® Data Collection Interviewer Server Administration Tools | Reports | Phone | Options | Help

User: AU1-VMWIN03DC6Ad...
Site: Site

My Projects

- System
- Call_Test
- ppd
- DEWRDEMO1
- dem2
- DEMO1
- EmployeeSurvey2
- SWDem
- test1

Data Collection Activities

Project Id: EMPLOYEESURVEY2
Project Name: EmployeeSurvey2
Project Description: Employee Survey

Select an activity below to work on

> Design	
Author	Create or modify your survey (Windows forms client)
Build	Create or modify your survey
View Survey Link	Preview and test the survey
> Manage	
Launch	Go live with the survey
Promote Project	Launch project to alternate site
Participants	Upload database information about your survey participants
Participant Rules	Script how participants access your survey
Email	Invite participants to take your survey
Phone Surveys	Manage telephone-based interviewing
Review Interviews	Review data collection interviews
Files	Share files with your colleagues
> Data Collection	
Phone Participants	Telephone respondents to participate in a survey
Export Data	Download the latest survey data to your desktop
> Reports	
Survey Results	View summary results of your survey
Status	View how many participants have completed this survey
Phone	View information on telephone-based interviewing
Survey Tabulation	Powerful analysis and tabulation
Survey Reporter	Powerful analysis and tabulation (Windows forms client)
Activation History	View summary history of your activations

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Deploy

Analyse

- Easy to use
- Ready access to information
- Real time results
- Allows Proactive
- Increased productivity

Distribute

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Deploy


Analyse

Distribute

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 **Distribute** IBM SPSS Data Collection

- Integrate with other systems
- Automate
- Can trigger actions
- Access to complete reports or data
- Publish to web, email, word, excel, ppt.

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 **Distribute** Demonstration

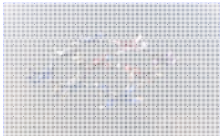
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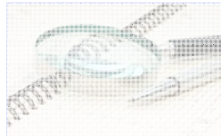
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Author



Deploy



Analyse




Distribute

- Improve processes
- Actionable information
- Accessible information


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Author

- Easy to use
- Centralise & share survey assets
- Control Access
- Increase in efficiency
- Faster to react




Deploy

- Increase participation
- Easy to control
- Engage your stakeholders
- Increase efficiency
- Get timely results



Analyse

- Easy to use
- Ready access to information
- Real time results
- Allows Proactive
- Increased productivity



Distribute

- Improve processes
- Actionable information
- Accessible information

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Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- Customer Successes

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IBM SPSS Statistics

- Add advantages of spss

Business Analytics software

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IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

5: Region 4 Visible: 31

	ID	Department	Region	born	age	age_bands	Tenure	gender	ManagerDesc1	ManagerDesc2
1	2525	Sales	South America	1977	19	up to 24	Over 10 ye...	Male	Compassionate	Demanding
2	2544	Not Answered	Not Answered	1977	19	up to 24	1-2 years	Female	Autocratic	0
3	2621	Sales	Not Answered	1980	16	up to 24	Under 1 year	Female	Autocratic	0
4	2005	Logistics & Wareho...	South America	1921	75	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership
5	2006	Marketing	UK/Europe	1922	74	55 and up	1-2 years	Male	Approachable	Shows Leadership
6	2007	Sales	UK/Europe	1926	70	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership
7	2008	Sales	UK/Europe	1927	69	55 and up	5-10 years	Male	Shows Leadership	Compassionate
8	2009	Sales	North America	1927	69	55 and up	5-10 years	Female	Shows Leadership	0
9	2010	Marketing	North America	1930	66	55 and up	Over 10 ye...	Female	Approachable	Shows Leadership
10	2011	Finance and Admini...	UK/Europe	1930	66	55 and up	Over 10 ye...	Female	Approachable	Shows Leadership
11	2012	Sales	UK/Europe	1931	65	55 and up	Over 10 ye...	Female	Approachable	Shows Leadership
12	2013	Marketing	North America	1931	65	55 and up	Over 10 ye...	Male	Approachable	Shows Leadership
13	2014	Sales	South America	1932	64	55 and up	Over 10 ye...	Female	Autocratic	Shows Leadership
14	2015	Sales	North America	1932	64	55 and up	5-10 years	Female	Shows Leadership	0
15	2016	Marketing	UK/Europe	1933	63	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership
16	2017	Sales	UK/Europe	1934	62	55 and up	Over 10 ye...	Male	Autocratic	Shows Leadership

IBM SPSS Statistics Data Editor

How would you rate MTS as an employer on each of the following factors

	How would you rate MTS as an employer on each of the following factors							Mean
	Base	Very Poor	Poor	Average	Good	Very Good		
The benefits program is good	300 100%	57 19%	52 17%	55 18%	63 21%	73 24%	3.1	
Communication between the different parts of the company is good	300 100%	57 19%	63 21%	40 13%	70 23%	70 23%	3.1	
My immediate supervisor is good at managing me	300 100%	62 21%	44 15%	60 20%	73 24%	61 20%	3.1	
I am a satisfied employee	300 100%	65 22%	46 15%	62 21%	52 17%	75 25%	3.1	
I am recognised for doing a good job	300 100%	53 18%	52 17%	68 23%	71 24%	56 19%	3.1	
I have the right amount of independence from my immediate supervisor to do my job	300 100%	53 18%	58 19%	62 21%	66 22%	61 20%	3.1	
I feel free to express my thoughts, feelings and ideas without fear of reprisal	300 100%	51 17%	59 20%	61 20%	74 25%	55 18%	3.1	
I am able to work from home and/or be flexible with my hours	300 100%	57 19%	63 21%	58 19%	50 17%	72 24%	3.1	
I understand the company's goals, strategies and mission	300 100%	61 20%	49 16%	67 22%	64 21%	59 20%	3.0	
This company creates an environment where talented people can flourish	300 100%	58 19%	57 19%	73 24%	41 14%	71 24%	3.0	
Management is effective when communicating decisions or changes that affect the employees	300 100%	54 18%	66 22%	63 21%	52 17%	65 22%	3.0	
My performance review provides me with information I need to do my job better	300 100%	61 20%	58 19%	57 19%	62 21%	62 21%	3.0	
I think there are opportunities for career growth at this company	300 100%	60 20%	58 19%	57 19%	71 24%	54 18%	3.0	
Communication within my department is good	300 100%	63 21%	61 20%	52 17%	61 20%	63 21%	3.0	
I receive enough training to be able to improve my skills	300 100%	58 19%	65 22%	67 22%	48 16%	62 21%	3.0	

Rotated Component Matrix ^a			
	Component		
	1	2	3
Management is effective when communicating decisions or changes that affect the employees	.850		
Communication within my department is good	.835		
Communication between the different parts of the company is good	.793		
I feel free to express my thoughts, feelings and ideas without fear of reprisal	.764		
Senior management has a clear sense of direction for our company	.754		
My immediate supervisor is good at managing me	.738		
I have the right amount of independence from my immediate supervisor to do my job	.728		
My immediate supervisor is good at managing others	.691		
I know what is expected of me in my job	.507		
I am a satisfied employee	.443	.417	.404
I understand the company's goals, strategies and mission			
My compensation is appropriate for my job		.782	
I think there are opportunities for career growth at this company		.762	
My performance review provides me with information I need to better do my job		.753	
The benefits program is good		.601	
I am able to balance the demands on my time between my work life and my personal life		.550	
I have enough information to do my job well		.544	
This company creates an environment where talented people can flourish			.702
I receive enough training to be able to improve my skills			.686
I am recognized for doing a good job			.635
I think my talents and skills are being fully utilized			.585
I would recommend employment at this company			.526
I am happy with my current position			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
^a. Rotation converged in 5 iterations.

HR Survey.sav [DataSet1] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Region 4

	gender	ManagerDesc1	ManagerDesc2	ManagerDesc3	Recommen
1	Male	Compassionate	Demanding	0	No
2	Female	Autocratic	0	0	Yes
3	Female	Autocratic	0	0	No answer
4	Male	Autocratic	Shows Leadership	Demanding	No
5	Male	Approachable	Shows Leadership	0	Yes
6	Male	Autocratic	Shows Leadership	0	Yes
7	Male	Shows Leadership	Compassionate	0	No
8	Female	Shows Leadership	0	0	Yes
9	Female	Approachable	Shows Leadership	0	Yes
10	Female	Approachable	Shows Leadership	Compassionate	Yes
11	Female	Approachable	Shows Leadership	Demanding	Yes
12	Male	Approachable	Shows Leadership	Demanding	Yes
13	Female	Autocratic	Shows Leadership	Demanding	No
14	Female	Shows Leadership	0	0	No
15	Male	Autocratic	Shows Leadership	Demanding	Yes

Whether recommend company to others

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HR Survey.sav [DataSet1] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

ID	Department	Region	born	age	age_bands	Tenure	gender	ManagerDesc1	ManagerDesc2
1	Sales	South America	1977	19	up to 24	Over 10 ye...	Male	Compassionate	Dem
2	Sales	No						Autocratic	
3	Sales	No						Autocratic	
4	Logistics & Wareho...	So						Autocratic	Shows Lead
5	Marketing							Approachable	Shows Lead
6	Sales							Autocratic	Shows Lead
7	Sales							Shows Leadership	Compass
8	Sales	No						Shows Leadership	
9	Marketing	No						Approachable	Shows Lead
10	Finance and Admini...							Approachable	Shows Lead
11	Sales							Approachable	Shows Lead
12	Marketing	No						Approachable	Shows Lead
13	Sales	No						Autocratic	Shows Lead
14	Sales	No						Shows Leadership	
15	Marketing							Autocratic	Shows Lead
16	Sales	No						Autocratic	Shows Lead
17	Sales	No						Autocratic	Shows Lead
18	Marketing	No						Autocratic	Shows Lead
19	Marketing							Approachable	Shows Lead
20	Marketing	No						Autocratic	Shows Lead
21	Marketing							Shows Leadership	Compass
22	Marketing							Shows Leadership	
23	Marketing	UK/Europe	1937	59	55 and up	Under 1 year	Male	Shows Leadership	
24	Sales	South America	1937	59	55 and up	Over 10 ye...	Female	Autocratic	Shows Lead
25	Logistics & Wareho...	UK/Europe	1937	59	55 and up	Over 10 ye...	Male	Approachable	Shows Lead

Variables:

- ID (ID)
- Year born (born)
- Age (Banded) (ag...)
- Description of Ma...
- Reasons for reco...
- I am recognized fo...
- This company cre...
- I am happy with m...
- I would recommen...
- I receive enough tr...
- I think my talents ...
- I am a satisfied e...
- I have the right am...

Dependent Variable:

- Whether recommen...

Independent Variables:

- Department (Depart...
- Region (Region)
- Age (age)
- Years of employe...
- Gender (gender)

Force first variable

Influence Variable:

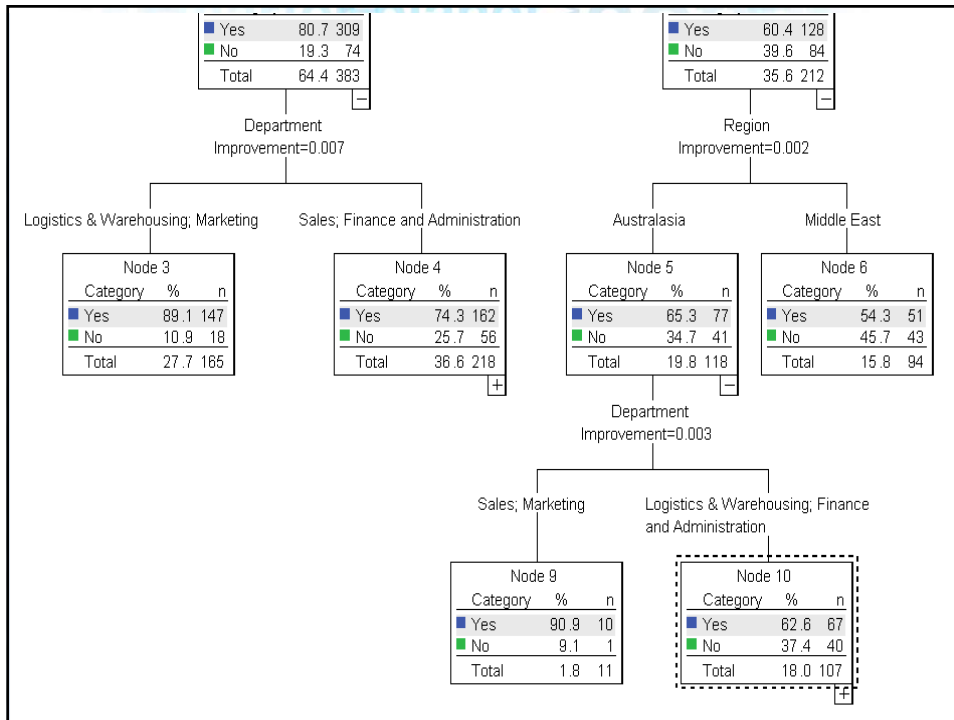
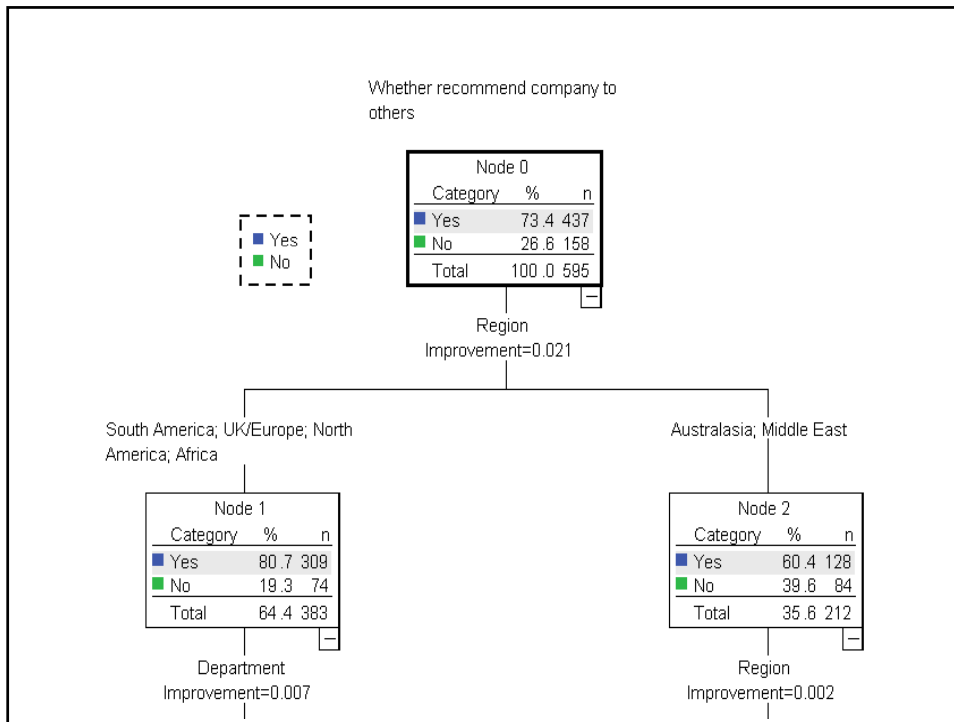
Growing Method: CRT

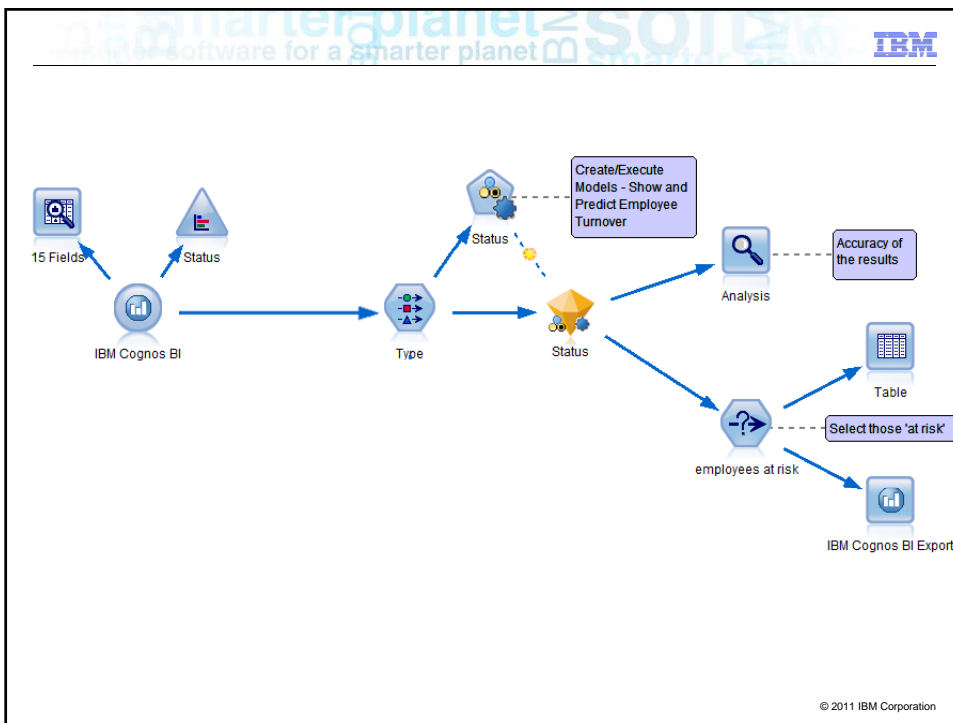
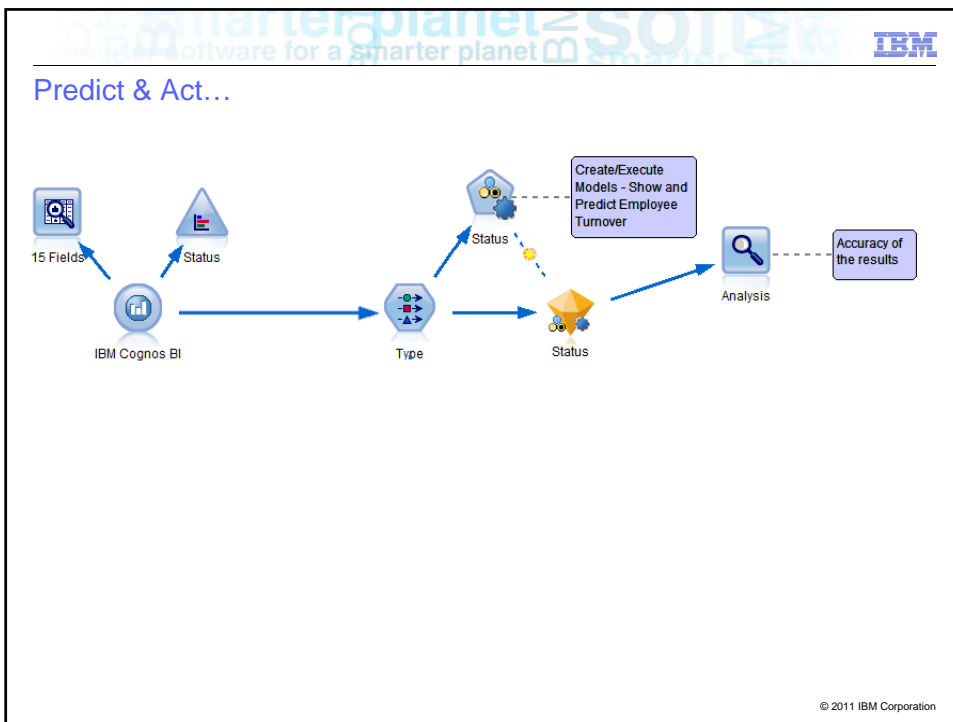
Output, Validation, Criteria, Save, Options

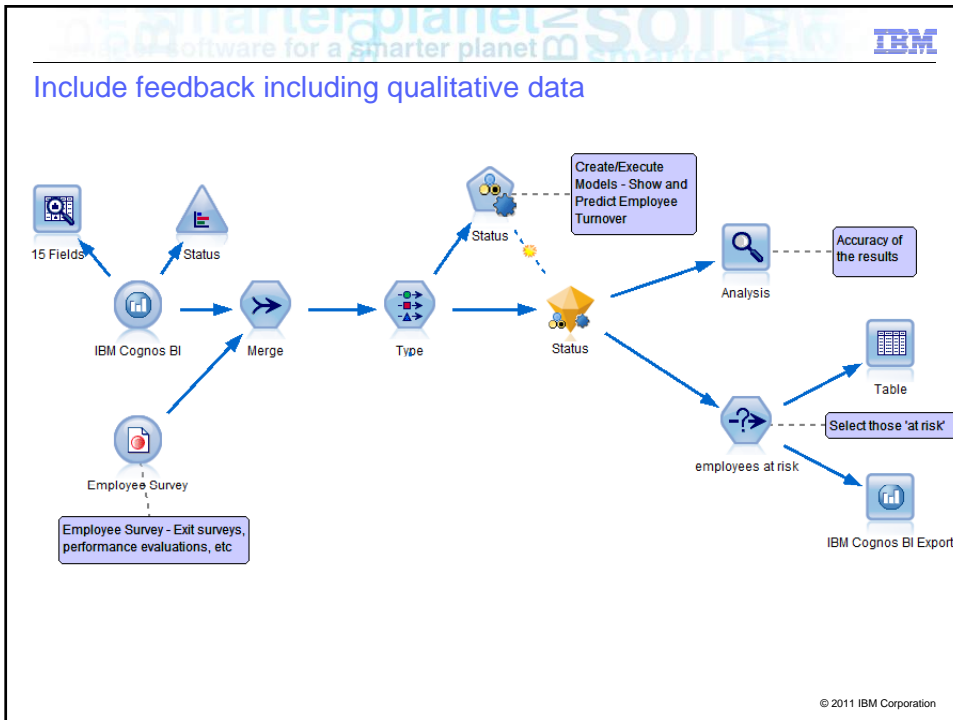
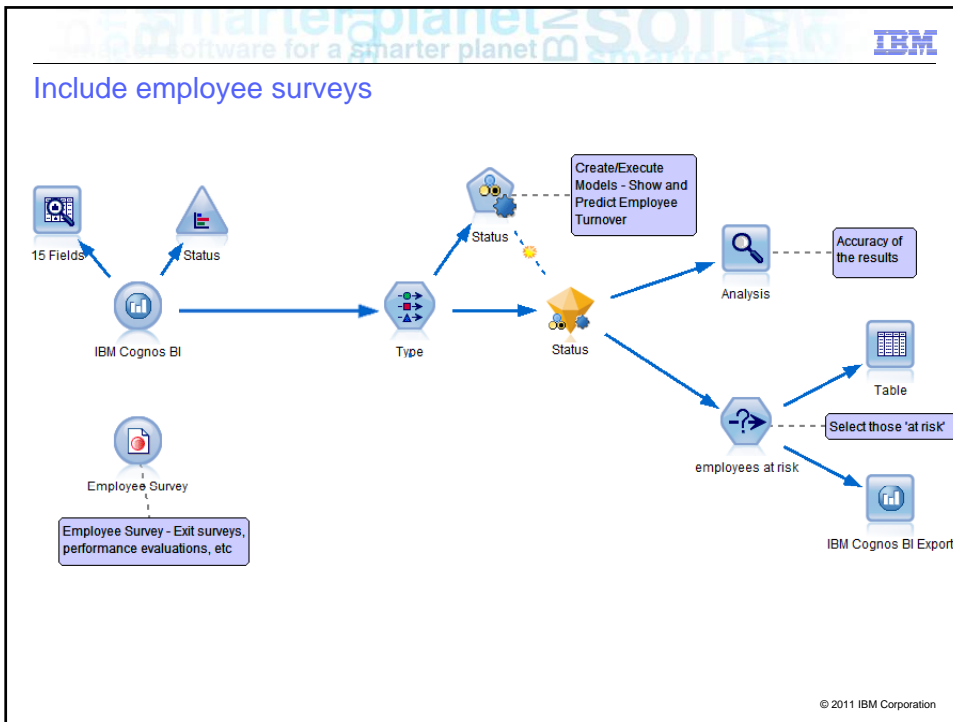
OK Paste Reset Cancel Help

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Agenda

- Why feedback is important
- IBM SPSS Data Collection – Demonstration
- Add value with IBM SPSS Statistics
- **Customer Successes**

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Yamaha lets the market drive design

Business goals

- Provide cutting edge motorbike products
- Be product of choice of motorbike enthusiasts across Europe



At A Glance

- Founded in Japan, 1955
- 37,000 employees
- 56% of sales are in Europe and U.S. (evenly split)
- Over 57% of sales from their motorcycle business

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Software for a smarter planet

YAMAHA IBM

Solution Implemented

- Supplement “formal” market research with fast, focused online surveys
- Use ‘feedback portals’ where customers and prospects share feedback on motorbike design and options
- Incorporate feedback throughout the development process

you can help us
to develop bikes

Give us your opinion

- X-MAX

Do you own a Motorcycle or a Scooter?

- Motorcycle
- 50cc
- Scooter

DT 125X and XT 125 models
The new 125 cc machines are the first choice if you simply want a lightweight bike...
[\[more\]](#)

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Software for a smarter planet

IBM

Created a virtual biker's spot

From reality to virtuality
A internet bikers cafe

Version 2000

YAMAHA Design Cafe

Street | Supersport | Custom | Enduro | Scooter

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A virtual platform to get information
And give information

Virtual biker's chat

Give information

Take information

Early versions in html

Business Analytics software

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Results

- Ability to proactively address changing market needs in a timely fashion
- Optimised ongoing product development for maximum market impact
- Achieved enhanced competitiveness in the motorbike marketplace
- Improved processes with dealerships

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Making A Difference Today

- **The Wesley Research Institute (WRI)**
- **Not-for-profit organization established in 1994**
- **Located in the grounds of The Wesley Hospital (TWH) Brisbane**




Translational Research...

The aim is to turn basic scientific findings into better health care outcomes for patients as quickly as possible.

One step further...



- support the clinical community internationally by piloting an education program

- designed to educate in the area of patient outcome projects, so that clinicians can learn from our processes and take that knowledge back to their own community



How...

CARDIAC SURGERY RESOURCE DATA COLLECTION 2009 - CO-IP

VASCULAR AND ENDOVASCULAR Co-IP

RESEARCHED PREGNANT PATIENTS

The WESLEY RESEARCH INSTITUTE
Making a difference today

How...

CARDIAC SURGERY RESOURCE DATA COLLECTION

WESLEY PULMONARY HYPERTENSUS UNIT

BREASTFEEDING 4 MONTHS

The WESLEY RESEARCH INSTITUTE
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Export to analyse...

The screenshot shows a list of variables in a SPSS dataset. The variables include response questions (e.g., RespQ01-08), clinical events (e.g., DCUR01-19), and demographic/clinical data (e.g., DCANV01, DEBUT01, DEMINT01, DEMM01, DATE, DATE01, CALBRE01, HOWFED01, HOWFED02, HOWFED03, FORM01, FORM02, FORM03, FORM04, FORM05, FORM06, FORM07, FORM08, FORM09, FORM10, FORM11, FORM12, FORM13, FORM14, FORM15, FORM16, FORM17, FORM18, FORM19, FORM20, FORM21, FORM22, FORM23, FORM24, FORM25, FORM26, FORM27, FORM28, FORM29, FORM30, FORM31, FORM32, FORM33, FORM34, FORM35, FORM36, FORM37, FORM38, FORM39, FORM40, FORM41, FORM42, FORM43, FORM44, FORM45, FORM46, FORM47, FORM48, FORM49, FORM50, FORM51, FORM52, FORM53, FORM54, FORM55, FORM56, FORM57, FORM58, FORM59, FORM60, FORM61, FORM62, FORM63, FORM64, FORM65, FORM66, FORM67, FORM68, FORM69, FORM70, FORM71, FORM72, FORM73, FORM74, FORM75, FORM76, FORM77, FORM78, FORM79, FORM80, FORM81, FORM82, FORM83, FORM84, FORM85, FORM86, FORM87, FORM88, FORM89, FORM90, FORM91, FORM92, FORM93, FORM94, FORM95, FORM96, FORM97, FORM98, FORM99, FORM100).

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13 clicks...

434 questions x 412 patients = 178,808 cells

13 clicks (30 seconds)

+ 6 clicks (+ 30 seconds)

The sequence of screenshots illustrates the process of exporting data from SPSS to Excel. It starts with the SPSS variable list, followed by the 'Export to Excel' dialog box, then the 'Export to Excel' dialog box with the 'Export to multiple worksheets' option selected, and finally the resulting Excel spreadsheet with data for 412 patients and 434 questions.

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Results...

CARDIAC SURGICAL AUDIT 2005 - 2006 - 2007

THE WESLEY HOSPITAL CARDIAC SURGICAL AUDIT 2008

THE WESLEY HOSPITAL CARDIOLOGY AUDIT 2005 - 2006 - 2007 - 2008

CARDIAC SURGICAL AUDIT - 2009

Cardiac Catheterisation Laboratories Audit 2010

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