



Smart Phone Usage of an Online Nationwide Tracking Study

Introduction

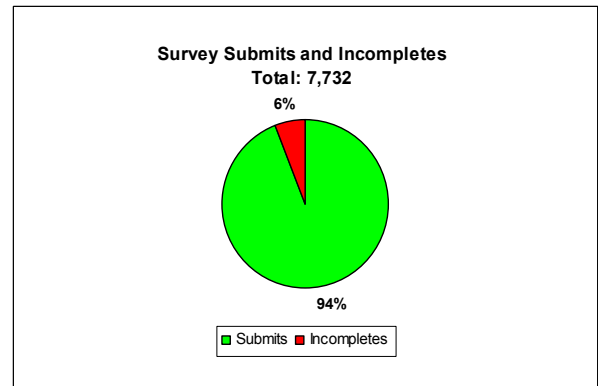
For four years Six 9s Associates, Inc. (Six 9s) has conducted a nationwide store point-of-sale customer satisfaction tracking study for a client. The customer participation rate is now over 7,000 survey responses a week. In early summer, our data collection monitoring process noticed that smart phone users are participating in the program. For a smart phone user to take the online survey, they receive an e-mail invitation to the survey on their smart phone, click on the survey link in the e-mail, and then take the survey using their smart phone's web browser.

To better understand this development Six 9s took a detailed look at a one week period in July 2009. Here are the high lights of what we found.

Survey Usage Overall

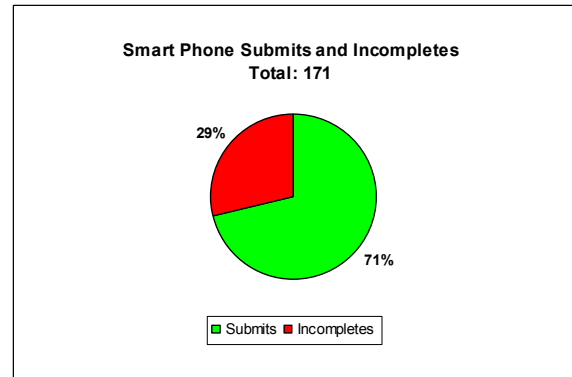
During this one week period in July, there were 7,732 total survey accesses including both survey submits and incompletes. 98% of the customers used a desktop or laptop computer, and 2% used a smart phone. We have every reason to believe that usage of online surveys by smart phone users is likely to grow rapidly given the high adoption rate of smart phones worldwide plus there enhanced capabilities.

Of the 7,732 total customer click-throughs to the survey, the survey submits were 94%, and the survey incompletes were 6%.



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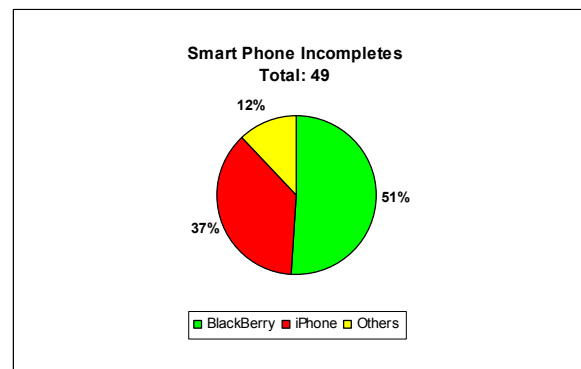
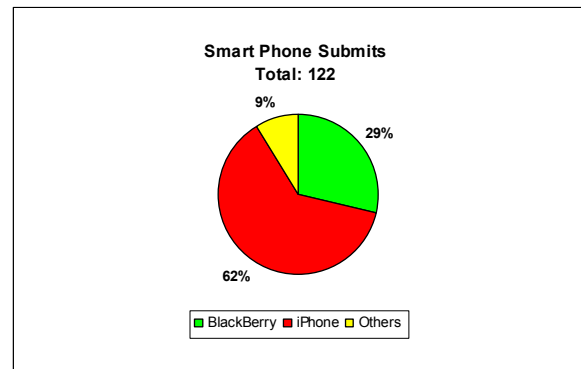
In looking at this in more detail, we found that of the 171 total survey accesses by customers using smart phones only 71% successfully submitted the survey. The incompletes for smart phone users was a very high 29%. This is likely due to the limited ability of smart phone users to easily navigate the survey window given that the online survey assumed the use of a desktop or laptop PC and was designed for their larger screen sizes. In contrast, the survey submits by users of PCs was 95% with only 5% incompletes.



Smart Phone Findings

Of the 171 customers who linked to the online tracking survey using a smart phone, 90% used an iPhone (55%) or BlackBerry (35%). The remaining 10% used devices based on Android, IEMobile, SymbianOS, or Teleca smart phone software. This information is obtained from the UserAgent field created by the respective browsers and passed on to the survey.

62% of smart phone submits were from iPhone users and 29% from Blackberry users. Interestingly, 63% of survey incompletes from smart phone users were with BlackBerry (51%) and Other smart phones (12%). The likely cause of the higher percentage of iPhone submits and the high percentage of BlackBerry and Other incompletes is that survey users are having more success navigating over the survey's display window using the iPhone's navigation system.





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Conclusions

Six 9s believes that over the next months the use of smart phones will only increase, and along with that increase there will be more client customers attempting to complete online surveys using their smart phones. The result will be that survey incompletes by smart phone users will increase to significant and unacceptable levels. To avoid this phenomena and significantly reduce survey response rates, a smart phone survey app is need. Six 9s is currently field testing an online smart phone survey app that presents surveys to the customer in a window sized to the typical display of smart phones like the iPhone and Blackberry Storm. This will also make it much easier for other smart phone users to submit surveys successfully. The Six 9s smart phone survey app will produce survey submit and incomplete rates at least as good as those of desktop and laptop users. That change would have reduced the overall percent of incompletes in our sample week by 8.3%.

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To find out more about how to take your Customer Satisfaction Assessment program to the next level, visit www.six-9s.com or contact Six 9s Associates, Inc. at +480.488.7936 or contact@six-9s.com.

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