



Email Surveys

Email surveys are one of the fastest and least intrusive ways to collect information. Furthermore, they are much more economical than some traditional data collection methodologies, such as mail surveys.

- When people receive their incoming emails, they have the option of replying immediately, or at a later, more convenient time. Typically, up to 50% of email survey responses are received within an hour of broadcasting the survey.
- Respondents can be more objective when they type in their own responses. There is no interviewer influence or error at all.
- Surveys by email are a very unintrusive way to contact respondents. Unlike telephone surveys, respondents may complete the survey at their convenience raising cooperation rates.
- Respondents tend to provide higher quality open-ended responses than over the phone.
- Depending on complexity, the total time required to compile an email survey data file can be less than one day.
- By contrast, standard mail surveys require significantly longer timeframes. By employing an email-based methodology, you can eliminate cost and time factors such as postage, printing, postal delivery time, paper, envelopes, and manual data entry or data scanning requirements.

Email surveys are ideal for employee and customer satisfaction surveys.