



Perceptions – Deep Insight to Guide Your Change Agenda

What is Perceptions?

Perceptions provides a detailed analysis of thoughts, feelings and perceptions. This takes surveys beyond number crunching and allows the analyst to harvest a wide range of information. The foundation of this tool is the extensive use of open-ended questions.

In contrast with traditional tick-box surveys, where the information gained is to a large extent dictated by the questions asked, open-ended questions do not restrict the respondent. Such questions explore the prevailing issues and enable respondents to identify a range of subjects pertinent to their situation. The advantage of this approach is that people are not forced to fit their complex thoughts and feelings into convenient boxes.

“Content analysis” is the process of taking the rich variety of information gained and producing themes from the responses. These themes are ordered according to strength of feeling, providing a priority list for actions. As well as these general trends, Perceptions picks up issues and opportunities that may only have been identified by a small number of respondents – the ‘nuggets’ of information that are otherwise lost in overwhelming amounts of data.

A Perceptions report includes graphs of key themes, which can often be defined as either ‘positive’ or ‘negative’ ideas. These graphs give true headline figures such as “35% of respondents thought xxx” or “54% of directors identified zzz as a positive opportunity”. Graphs are supported by appropriate quotes, which give the ‘richer picture’ of information. These quotes also highlight those nuggets that would not otherwise feature in the analysis.

The Perceptions methodology allows us to identify issues, measure the impacts of these issues on organisations or individuals, and collect and filter suggestions for solutions – a powerful tool for many aspects of organisational research.

Example Assignments

Lloyds TSB Bank – Supporting Major Restructure and Merger

Monthly survey by paper, email and web survey of 5000 random sample from 80,000 people across all regions. Open ended and closed questions. Analysed using double blind-coding and SPSS. Results, graphs and detailed recommendations produced within 2 weeks of receipt of responses (i.e. within same month). recommendations to CEO on issues to be addressed in each month.

Aviva – Driving Customer Excellence

Major global insurance company. 2000 person sample survey on customer excellence attitudes. Email based.

AI Futtaim Group – Developing a Customer Service Culture

Paper and email survey to over 1000 people to establish attitudes towards customer excellence, the barriers to achieving excellent customer service and associated ideas for improvement.

UAE Federal Government – Customer Service

(Sultan Al Mansouri as Minister Public Sector Development).

Customer Services Survey of all Ministries and Departments 1000 sample. All paper PLUS open ended interviews with 50 senior UAE govt employees.

Nakheel – Emiratisation Research Project

Survey of 1000 HCT Emirati students (web based -open ended), open interviews with 100 Business and Govt leaders.

Dubai World – The Dubai Management Style

Open ended interviews and telephone survey (100 senior figures) plus in-depth literature review.

Kingfisher Group (global conglomerate)

Monthly survey of 10,000 people (~10% response) to assess responses and suggestions regarding demerger of group. Paper, web and email. Open ended analysed within 4 weeks of receipt.