



**CIO Association of India**

# **Boosting Survey Engagement**

Paving the way for Strategic Innovations in Market Research

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## What happens around here?



Gather Data through Survey Responses



Analyse Primary & Secondary Research



Generate Insights & Present to Stakeholders



Insight-driven Marketing Strategy Recommendation



## What's going wrong?



Declining Survey Response Rate



Rise in Noisy Content due to the Pandemic



Lower Engagement



## What's the issue?

### Process Gap



Reliance on a single outreach channel (email only)



### Problem Statement

Declining survey response rates limited the volume of market research data needed for actionable insights



### Constraints

- Limited Target Audience
- Tight Time Window to Survey

# The Solution



## Key Solution

Hypothesis Testing



## Developed how?

Designed A/B Tests  
with statistical rigor



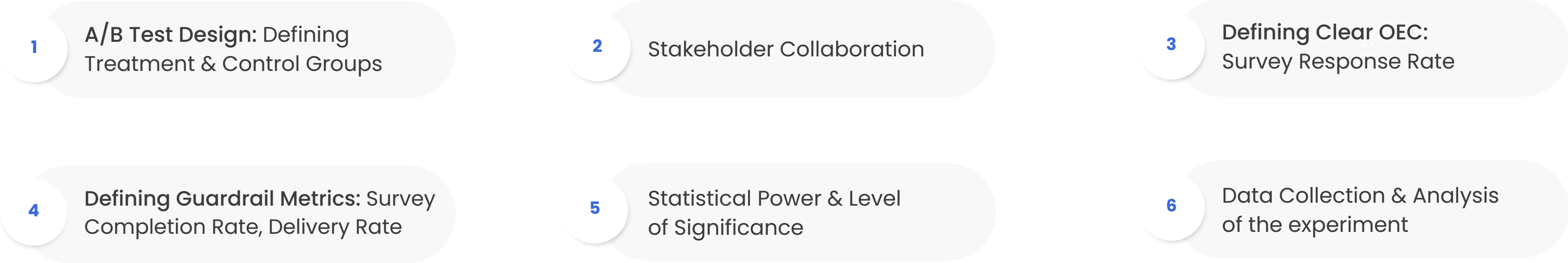
## Factors Considered

Basics of experimentation like:  
Same survey for all recipients,  
Day of the week effect, etc.

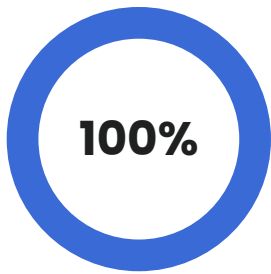
### WHY?

It allows us to test outreach ideas and identify what **measurably** improves results, with lower risk.

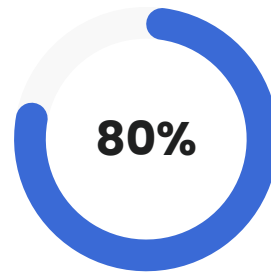
# Approach: Key Steps Taken



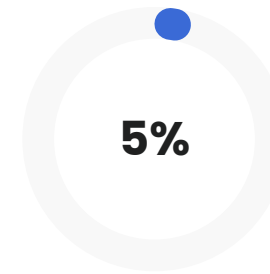
Test conducted on 1000 recipients  
(out of total 5000 target recipients)



Survey Completion Rate  
Considered



Statistical Power  
of the Test

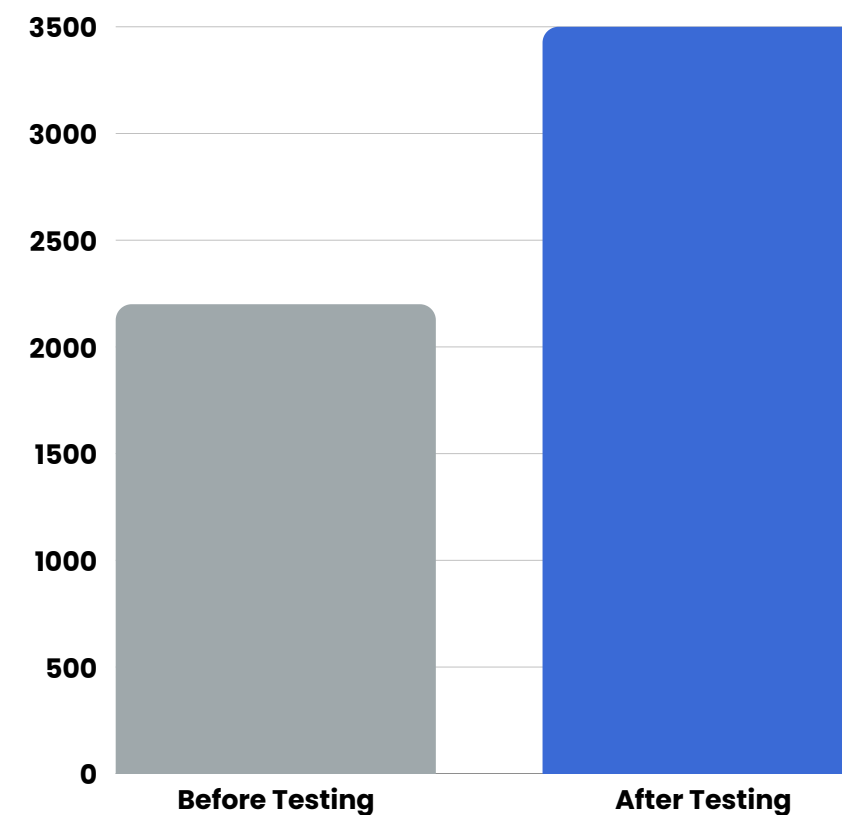


Level of Significance



## Final Impact

**Number of Survey Respondents**  
(Survey Completion Rate = 100%)



1

### Survey Response Rate & Media Coverage

- Improved Survey Response Rate by **58%**
- Report snapshot published in the Print Media

2

### Strategic Impact & Market Demand

- CIOs & partners requested full access to the report
- Triggered demand for new opportunities like custom research, client-specific survey projects

3

### Future Roadmap

- Investigating Drop-off Rate
- Predictive Modeling/Segmentation
- Enhanced Survey Quality

# Thank You

**Let's Discuss!**