



DGFM Pulses

Pulse surveys give your organisation the ability to measure whatever you think is important on a regular basis. As the name “pulse” suggests, this type of survey consists of frequent, short, quick surveys which allow you to collect data from the same audience at regular intervals.

Pulse surveys offer a flexible and efficient way for organisations to gather timely feedback, improve employee/customer/patient/service user engagement, and make data-driven decisions to enhance overall performance, organisational culture, and drive continuous improvement in their products, services, and overall customer/client/service user experience.

These surveys will benefit your organisation in many ways:

- Helps you gain valuable feedback on specific interactions
- Helps you determine areas of improvement
- Helps you identify areas of strength
- Improves customer retention
- Improves customer experience
- Increases customer/patient/service user engagement
- Improves service standards and accessibility
- Helps meet regulatory compliance in many industries
- Helps create a more positive work place
- Improves talent retention rates
- Enables agile decision making
- Higher response rate compared to annual surveys
- Surveys are fast to complete and quick to analyse

DGFM Pulses consist of a series of questions that can be structured providing predefined answers in the form of dropdown options and ratings or unstructured allowing respondents to enter text providing their own responses. The style of answer type will depend on the type of data you are looking to analyse.

Quantitative data refers to data that can be measured and expressed using numerical values or counts, this would be used to collect statistical data and analysed to identify patterns and trends within a data set. This data would be collected using the structured form with predefined answers to give results such as “80% of respondents rated the service GOOD”.

Qualitative data refers to data or information that is descriptive in nature and cannot be measured using numerical values. This data would be collected using open questions and text boxes to prompt respondents to provide opinions or anecdotal data.

Many companies will choose to use a mixture of answer styles in order to receive quantitative and qualitative data. Qualitative data can validate the quantitative data by providing often much needed context, confirming certain data patterns. In addition, the qualitative data can assist in identifying pain points with the added benefit of providing the detail to tackle them effectively. Using qualitative data and asking for customer opinion can improve the relationship by fostering empathy and allowing for personalised responses, this is heightened by the ability to allow respondents to request contact at the end of the survey.

Pulse surveys are designed to complement existing annual surveys and as they offer a real-time measurement of the subject matter, results should be quickly reviewed, and actionable opportunities addressed.

We recommend pulse surveys are carried out no less frequently than monthly and you should expect a high response rate.

The surveys are sent by email, SMS or both and you can choose the frequency as well as whether the responses are confidential.

Please click [Contact us](#) on the navigation panel of the DGFM system for further information.