

## DGFM Surveys

DGFM Surveys are used to gather specific information from respondents and can be delivered to users via QR Codes and direct links generated in the system. DGFM Surveys are designed to be used for an extended period of time and can be used across multiple locations and departments as applicable to your company. This form of survey is highly recommended for Customer Satisfaction surveys, Healthcare surveys and Training surveys.

These surveys will benefit your organisation in many ways:

- Helps you gain valuable feedback
- Helps you determine areas of improvement
- Helps you identify areas of strength
- Helps you understand your customers/patients/service users
- Improves customer retention
- Helps you build and maintain customer/patient/service user relationships
- Reduces negative feedback
- Improves customer experience
- Increases customer/patient/service user engagement
- Improves service standards and accessibility
- Improved competitive capabilities
- Helps meet regulatory compliance in many industries

DGFM Surveys 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.

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

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