Simple, but effective: Evolving institutional use of email to grow respondent engagement in business surveys

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## Challenges and solutions

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Solutions</th>
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<tbody>
<tr>
<td>Sourcing email addresses</td>
<td>Addresses sourced from</td>
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<td></td>
<td>• Previous cycles of the same survey, or related surveys</td>
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<td>• When the respondent created their online Survey Account</td>
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<td>• Register of Australian businesses</td>
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<td>Development of email correspondence</td>
<td>• Iterative development between our team and the call centre staff who</td>
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<td>provide real-time respondent experiences and feedback</td>
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<td>• Usability and cognitive testing of new materials</td>
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<td>Scheduling the letter, email, and</td>
<td>• Experiments</td>
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<td>SMS dispatches</td>
<td>• Live implementations</td>
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<td>• Real-time monitoring to adapt call strategies</td>
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Live implementation

Increased use of emails, including invitations to the survey
  • Leveraging the ‘email effect’
  • Reducing paper reminder letters where appropriate
Live implementation
The ‘email effect’

Building Activity Collection September 2020
Web form response rates by dispatch mode (group)

Email Dispatch Group (n = 2758)
Paper Dispatch Group (n = 6078)
Timely email reminders
  • The just-in-time email reminder has brought in 7-13 percentage points of form submissions on the day before the due date in a range of surveys
Live implementation
Just-In-Time Reminder 1 email

Building Activity Collection September 2020
Daily web forms received by dispatch mode (group)
Improve the success of outbound calls

• Emails help fill gaps in unsuccessful attempted contacts via other modes
Live trial
The ‘conditional extension strategy’

Quarterly Business Indicators Survey June 2021
Very late respondents group - Response rates by respondents’ due dates

- a. 7th July (n=484)
- b. 8-14 July (n=96)
- c. 15-20 July (n=148)
- d. 21-26 July (n=36)
Thank you for your time
Questions?

Keep in touch
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