

Member Satisfaction with Panel Experience

Dates run: 8 December 2022 – 31 January 2023

Participation: 1,211 respondents

Objective: An annual check-in with members on the panel to understand their experience, and where we could improve.

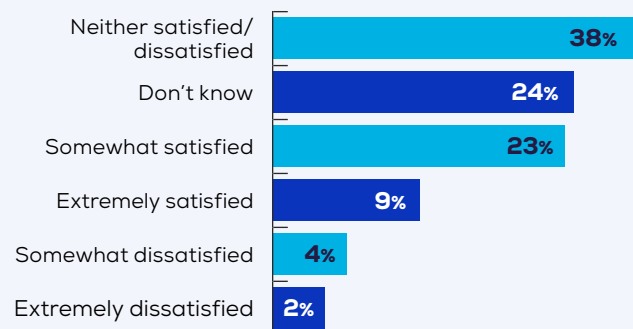
SECTION 1: Key findings

Key insight #1: We need to improve the way we ‘close the loop’ with our panel members, and make sure they are being informed of the actions we are taking from their feedback.

While 1 in 3 members indicated they were happy with the actions taken from insights, 1 in 4 members indicated ‘Don’t know’ and 38% were neutral. This tells us that a lot of our panel members simply aren’t aware of the actions we are taking from their feedback.

“It is not always obvious what response has been made to the feedback.”

How satisfied are you with the actions taken from survey insights.



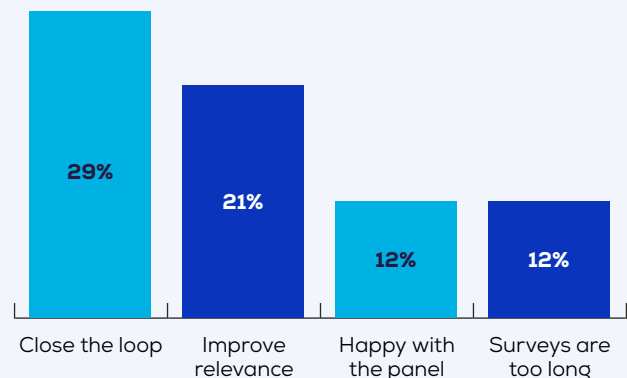
Key insight #2: Surveys can be too long and sometimes irrelevant for some members.

When asked for any additional feedback around their experience in the panel, 1 in 5 members talked about a lack of relevance in some of the surveys, which subsequently meant any reminder emails to complete the survey were frustrating, or it meant they started to complete a survey, but realised they couldn’t fully answer the questions.

We also had members talking about how they were time-poor, and some of the surveys being sent were simply too long.

“Happy to participate as I think it is good to get feedback from members. Some of the surveys are not in my area and not relevant to me. Might be nice to opt out of such surveys.”

Do you have any feedback you would like to share about the Member Insights Panel. *Verbatim comments were bucketed into different themes*



“Sometimes I am too busy to complete them but do try. Sometimes they are too long. Really like the short sharp surveys.”

SECTION 2: Action points

Improve how we communicate the actions taken from insights and how often we do this

We will aim to be more consistent in our communication of how we have used the feedback from members and aim to provide a summary within three months of the survey being taken. We will initially look to send this via email, but can reevaluate other methods if members indicate the extra emails are too much.

Shorten the length of surveys to five minutes

Over the next few months we are going to trial limiting the surveys to 5 minutes long, and see whether we can still obtain the level of insights needed to take the right action, as well as improving the overall response rate of the panel.

Make the opt-out option more prominent

Last year we introduced the option of 'opting out' at the start of our surveys to ensure members can stop being sent reminders if the surveys are not relevant to them. While this has been utilised, we can see that a lot of members are still unaware of this being introduced. To make this more prominent, we will try and introduce this first question within the email invitation itself.