

Research Surveys



Design | Administer | Monitor | Manage | Report

KINCENTRIC

A Spencer Stuart Company

Design

The content of this material provides instructions for the ‘most used’ options and the steps required to create and report on a survey using the Research application.

Survey Template

Select Value ▲

Select Value

m/survey (Matrix Desc)

m/survey (Matrix) **3**

m/survey Language Router (Matrix Desc)

m/survey Language Router (Matrix)

Survey Name

My New Survey **4** Enter Text

Continue > **5** Cancel

Survey Template Definitions

1. Matrix Descending: Survey questions are left aligned; response options are displayed to the right of the survey question in a grid format wherever consecutive questions use the same scale. Response options are arranged from highest sort value to lowest sort value.
2. Matrix: Survey questions are ascending left aligned; response options are displayed to the right of the survey question in a grid format wherever consecutive questions use the same scale. Response options are arranged from low sort value to highest sort value.
3. Language Router (Matrix Desc): Use this if your survey will have multiple languages. Survey questions are formatted like the Matrix – Descending template.
4. Language Router (Matrix): Use this if your survey will have multiple languages. Survey questions are formatted like the Matrix template.

SURVEY Design Survey

Survey Image ⓘ

No Header Image ▾ -or- Upload Image **4**

Image Placeholder

Question Types

Radio Button	<input type="checkbox"/>	ⓘ
Check Box	<input type="checkbox"/>	ⓘ
Dropdown List	<input type="checkbox"/>	ⓘ
Slider	<input type="checkbox"/>	ⓘ
Text Box	<input type="checkbox"/>	ⓘ
Open Ended	<input type="checkbox"/>	ⓘ

Possible additional questions: 200

Cancel Save

Image Criteria

- Format is bmp, jpg, png or gif.
- Image should have a transparent background.
- Recommended to fit image within 350 pixels wide by 50 pixels high.
- Maximum size of the image file is 200KB and optimally less than 2KB.

Set Display Name ⓘ

My Company Logo **1** Enter Text

Upload File ⓘ

Choose File **2** Open

Select Survey (optional) ⓘ

-- SELECT A SURVEY --

Open

This PC > Pictures > 2. Logos-Kincentric

Search 2. Logos-Kincentric

Organize New folder

Documents
Downloads
Favorites
Links
mcafee dlp quarantined files
Music
OneDrive
Pictures
Saved Games
Searches

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Kincentric_Logo_Navy_200x115.png

3 Select Image

Kincentric_Logo_Navy_640x166.png

White_200x115.png

KINCENTRIC

Kincentric_Logo_White_640x166.png

File name: Kincentric_Logo_Navy_640x166.png

All Files (*.*)

4 Open Cancel

Upload File **5**

Enter the number of questions you want created for each question type.

1. This is a Radio Button question type example

- Strongly Disagree
- Disagree
- Slightly Disagree
- Slightly Agree
- Agree
- Strongly Agree

2. This is a Checkbox question type example

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

3. This is a Dropdown question type example

4. This is a Slider question type example

5. This is a Textbox question type example

6. This is an Open question type example

SURVEYS Questions & Layout

Questions & Layout Dimensions

Survey Name ⓘ
My New Survey **Enter Text** 1

Template ⓘ
m/survey (Matrix) PDF Proof

Header Image ⓘ
Lapis Lazuli **Select Logo** 2

Survey Numbering ⓘ
 On Off

Intro Text ⓘ
Welcome to the Lapis Lazuli Engagement Survey. We believe honest and will enable us to be successful. Your input is valued and will be kept confidential. We are committed to building a workplace that
Intro Text will appear on the first page of your survey, use this space to explain the purpose of the survey. 3

Questions ⓘ

First Section Header Text (optional) Description Text (optional) [Clear](#)

This survey assesses feelings you have about your job and the company or organization you work for. For the survey to be of value to you, it's important that you answer all the questions honestly.

1 This text will appear on the top of the first page of the survey

[Update Sequence](#) Total Items: 6 [Cancel](#) [Add More Questions](#) [Save](#)

Sequence	Type	Question Text	Options	Required	Include On Survey	Include On Report	Report Filter	Report Options	Delete
1	Radio	There is a promising future for me at my company/organization. 2 Enter the question text	Yes/No/Unsure res/nu Good/Poor Agreement-5 Satisfaction-5 Agreement-5 (NA) Satisfaction-5 (NA) Yes/No/Unsure Good/Poor (NA)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Insert Break									
2	Check	I take pride in working for my company/organization.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

3 Select the desired response option

4 Check both boxes
• Survey: Show this question on the survey.
• Report: Show the responses in reports

Enter additional questions and response options for each of the survey questions.

Click **Insert Break** to add a page break in the survey. User will be required to click 'Next' to continue to the next page.

Insert Break								
2	Check	I take pride in working for my company/organization.	Yes/No	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	<input type="checkbox"/>
			Customize					
Insert Break								
	Dropdown	I often recommend my company/organization to others as a great place to work.	Agreement-5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			Customize					
Insert Break								
4	Slider	I intend to be working for my company/organization for a long time.	Agreement-5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			Customize					
Insert Break								
5	Textbox	What is your favorite thing about this company?	Customize	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			Customize					
Insert Break								
6	Open	Please use this space for any additional comments you would like to make about your job or about working at our company.	Customize	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			Customize					
Insert Break								
Update Sequence		Cancel		Add More Questions		Save		4

Textbox and Open question types do not need response options selected.

Administer

The screenshot displays the 'Administer' section of a software interface. At the top, a navigation bar includes 'Design', 'Administer', 'Report', 'Extras', 'Users', and 'Help'. Below this, a sub-menu shows 'Events', 'Distribution Lists', 'New Event', and 'New Distribution List'. The 'New Event' option is highlighted with a red circle labeled '2'. The main content area is titled 'Events' and contains a 'New Event' sub-header. Two panels are visible: 'Create a Survey Event' and 'Create an Event Administration'. In the 'Create a Survey Event' panel, the 'Enter new event name' field contains 'Engaged 2014' with a red circle '3' and a callout 'Enter Text'. Below it, the 'Select survey for this event' dropdown menu is open, showing 'My New Survey (9635)' selected with a red circle '4'. The 'Create an Event Administration' panel has a 'Select existing survey event' dropdown menu. At the bottom right, there are 'Cancel' and 'Next -->' buttons, with the 'Next -->' button highlighted by a red circle '5'. A '-- OR --' separator is positioned between the two panels.

Event: Engaged 2014

- Select *Unique* to send unique links to each member of your distribution group via email notification.
- Select *Generic (with distribution group)* to send an anonymous link to your distribution group via email notification.
- Select *Generic (without distribution group)* if your survey will be anonymous and access to the survey will be through some other method.
- Select *Generic (with individual password)* to send an email with an anonymous link to each member of your distribution group. The first page of the survey will require participants to enter a unique password to continue.
- Select *Generic (with registration form)* if your survey will require participants to register with their first name, last name and email address before starting the survey.

Select Administration Type

- Unique Generic - (with distribution group) Generic - (without distribution group) Generic - (with individual password) Generic - (with registration form)

1
This will generate a URL that all users can use to take the survey.

Select Distribution Group

Select Distribution 

Cancel

Next -->

2

The screenshot shows the 'Administer' section of the software interface. The top navigation bar includes 'Design', 'Administer', 'Report', 'Extras', 'Users', and 'Help'. Below this, there are sub-sections for 'Events', 'Distribution Lists', 'New Event', and 'New Distribution List'. The main content area shows a breadcrumb trail: 'EVENTS' > 'Event Administrations' > 'View Generic Survey URL'. Below the breadcrumb, a text prompt reads: 'Following is your generic URL. Copy this link and disburse it to the individuals you would like to take the survey.' A text box contains the URL: `https://modsurv15.modernsurvey.com/mResearchSurveyEngine/Default.aspx?eaid=0504DA2A-CA2B-473E-BB1A-E48E1078ABE1`. A red callout bubble with the number '1' points to the URL, containing the text: 'Copy this URL and add to emails or intranet. Paste it into a new browser window to review the survey.' Below the URL is a 'Continue' button with a red callout bubble with the number '2' pointing to it.

Monitor & Manage

Monitor & Manage

Step 1

The screenshot displays the Kincentric Admin interface for monitoring and managing events. The top navigation bar includes Home, Design, Administer, Report (1), Extras, Users, and Help. The sub-navigation bar features Events (2), Distribution Lists, New Event, and New Distribution List. The main content area is titled 'EVENTS' and includes a search filter with 'Events/Page: 25' and a dropdown menu set to 'My New Survey (9635)' (3). Below the search filter is a table with the following structure:

Survey Event	Survey Name	Create Reporting Group	Event Switch
Engaged 2014 (4)	My New Survey (9635)	Create Group	Suppress/Stop

Monitor & Manage

Step 2

The screenshot shows the 'EVENTS' section of the Kincentric interface. At the top, there is a navigation bar with icons for Home, Design, Administer, Report, Extras, Users, and Help. Below this is a sub-navigation bar with links for Events, Distribution Lists, New Event, and New Distribution List. The main content area is titled 'EVENTS' and 'Event Administrations'. It includes a search bar, a dropdown for 'Items/Page: 25', and a search button. Below the search bar, there is a form for 'Event: Engaged 2014' with an 'Update Event Name' button and a 'Launch New Event Administration' button. To the right, there is a 'Survey: My New Survey' with a 'Modify' button. A table below shows survey data with columns for Start Date, End Date, Administration Type, Distribution, Email/URL, # of Responses, Administration Switch, and Send Emails. The table contains one row of data: 01/27/2015 2:30 PM, 02/27/2015 2:30 PM, Generic - (without group), View URL, 2, and Suppress/Stop. Red callout boxes provide instructions: 'Click to define when the survey will start and end' points to the start and end date fields; 'Quickly access the survey link' points to the 'View URL' link; 'Keep track of how many people have taken the survey' points to the '# of Responses' column; and 'Close the survey immediately' points to the 'Suppress/Stop' link.

Items/Page: 25 Search

Event:

Survey: My New Survey

Start Date	End Date	Administration Type	Distribution	Email/URL	# of Responses	Administration Switch	Send Emails
01/27/2015 2:30 PM	02/27/2015 2:30 PM	Generic - (without group)		View URL	2	Suppress/Stop	

Click to define when the survey will start and end

Quickly access the survey link

Keep track of how many people have taken the survey

Close the survey immediately

Report

The screenshot shows the 'Report' section of the Kincentric application. The navigation bar includes 'Home', 'Design', 'Administer', 'Report', 'Extras', 'Users', and 'Help'. The 'Report' menu is highlighted with a red circle labeled '1'. Below the navigation bar, the 'Groups' sub-menu is selected, also highlighted with a red circle labeled '2'. The main content area is titled 'GROUPS' and contains a detailed instruction paragraph. Below the instructions are controls for 'Groups/Page' (set to 25) and 'Show All'. A search bar is present with 'Search' and 'Clear' buttons. A dropdown menu is set to 'My New Survey (9635)', highlighted with a red circle labeled '3'. To the right of the dropdown are three buttons: 'Create STANDARD Group', 'Create SYNTAX Group', and 'Create META Group'. The 'Create SYNTAX Group' button is highlighted with a red circle labeled '4'. Below these controls is a table with columns for 'Group ID', 'Group Name', 'Trend', 'Type', 'Date Last Generated', 'Tabular', 'Comment', 'Quick View', 'Quick Report', and 'Delete'. The 'Quick View' and 'Quick Report' sections have dropdown menus set to 'Textbox Follow-up' and 'Adobe PDF' respectively. The table currently displays 'No records.'

1 Report

2 Groups

3 My New Survey (9635)

4 Create SYNTAX Group

Select a survey for which you would like to add, edit or manage report groups. To create a NEW report group, click on 'Create STANDARD Group', 'Create SYNTAX Group', or 'Create META Group'. To EDIT an existing report group, click on the report group name in the Group Name column. Click on the appropriate VIEW link to see a quick tabular or comment summary for a report group. To see group scores or comments in a specific format, select a report template and an output format from the dropdown boxes in the Quick Report column, and then click GENERATE. To delete a report group, click on DELETE for the appropriate reporting group.

Groups/Page: 25 Show All Search Clear

My New Survey (9635) Create STANDARD Group Create SYNTAX Group Create META Group

Group ID	Group Name	Trend	Type	Date Last Generated	Tabular	Comment	Quick View	Quick Report	Delete
No records.									

The screenshot shows a web application interface for creating or editing a report group. The top navigation bar includes icons for Home, Design, Administer, Report, Extras, Users, and Help. Below this is a secondary navigation bar with 'Groups', 'Reports', and 'Report Batches'. The main content area is titled 'GROUPS' and contains a breadcrumb 'Create / Edit Report Group'. There are two text input fields: 'Group Name' and 'Report Label', both containing the text 'All Responses'. A checkbox labeled 'Include all responses for this survey.' is checked. At the bottom right, there are 'Cancel' and 'Save' buttons. Red callouts with numbers 1 through 4 highlight the 'Group Name' field, the 'Report Label' field, the checkbox, and the 'Save' button, respectively. Each callout also includes a red arrow pointing to the field and the text 'Enter Text'.

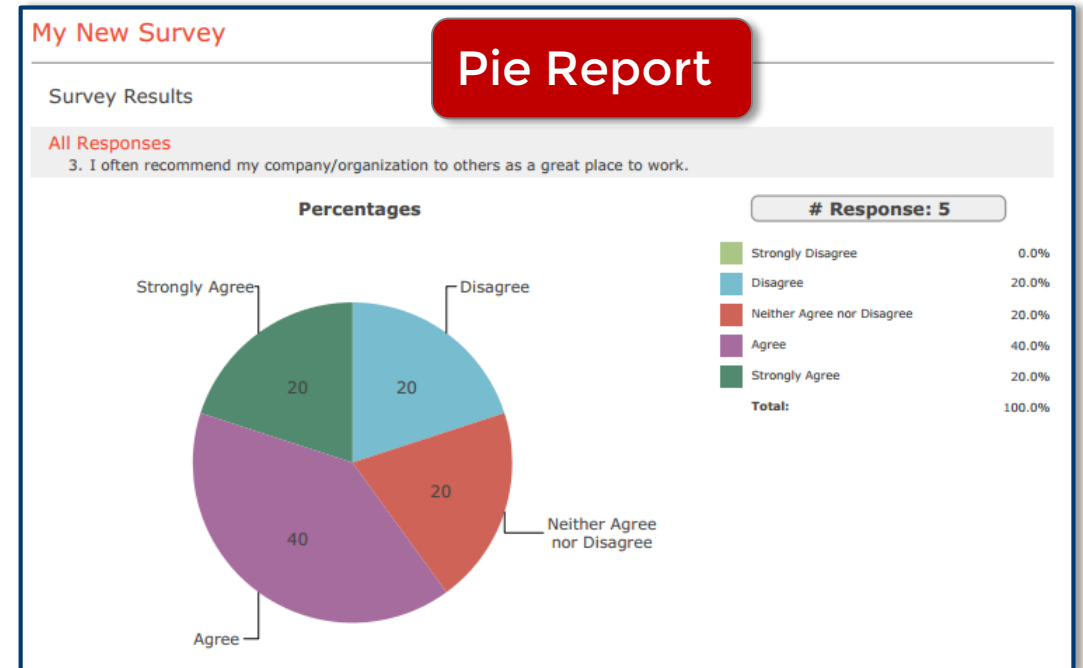
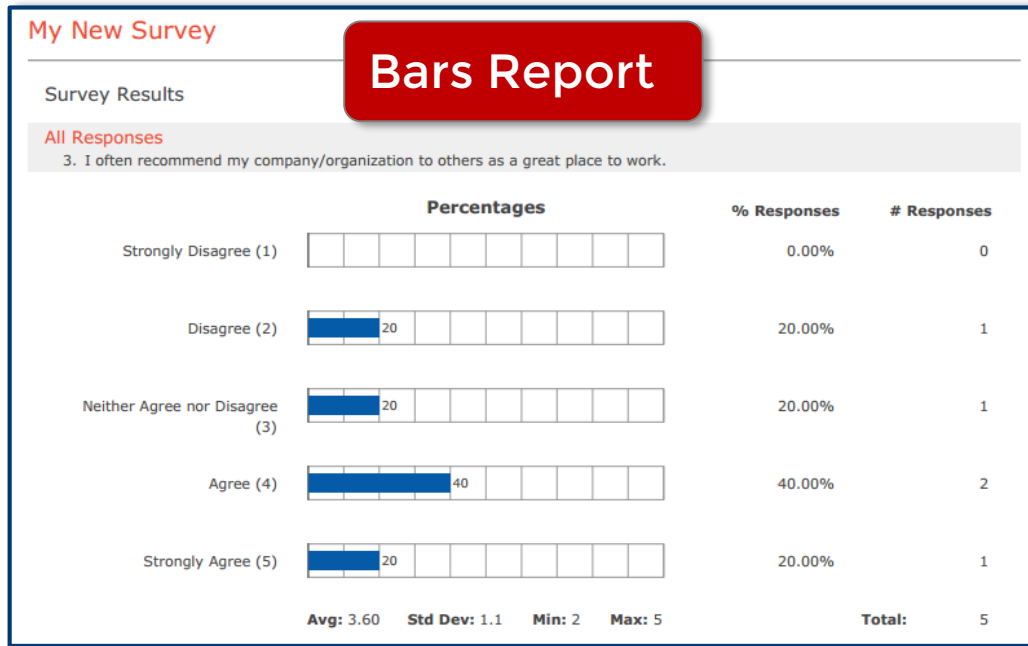
Groups/Page: 25 Show All Search Clear

My New Survey (9635) **1** Create STANDARD Group Create SYNTAX Group Create META Group

Group ID	Group Name	Trend	Type	Date Last Generated	Tabular	Comment	Quick View	Quick Report	Delete	
83893536	All Responses	Set	std	01/27/2015 2:47 PM	View	View	View	Bars-Horizontal 2	Adobe PDF	Delete

Generate **3**

There are a variety of reports to choose from allowing you to look at the survey results in different formats.



All Responses

Frequency Report

Survey Results

Survey Results
3. I often recommend my company/organization to others as a great place to work.

	Value	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	0	0.00	0.00	0.00
Disagree	2	1	12.50	20.00	20.00
Neither Agree nor Disagree	3	1	12.50	20.00	40.00
Agree	4	2	25.00	40.00	80.00
Strongly Agree	5	1	12.50	20.00	100.00
Totals	Valid N	5			
	Total Responses	5		Mean	3.60
	Group N	8		Standard Deviation	1.14

- All Responses
- ## Comment Report
- What is your favorite thing about this company?
- Work Life Balance
 - Benefits
 - The People
 - Benefits
 - Management