

A Wizu Research Paper



A Comparison of AI
Conversational
Surveys and
Traditional Form-
Based Surveys

December 2018



WIZU

Why Read This Report

Companies crave feedback and customers love to express their opinions, but response rates are dropping due to growing survey fatigue in respondents.

This report will compare how a new conversational survey tool, Wizu, compares with traditional form-based surveys in terms of effectiveness, engagement and quality of data collected.



Key Takeaways

Conversational surveys offer a better experience

Respondents *prefer* the experience of taking a conversational survey and indicate they are more likely to re-purchase when engaged in a conversational survey.

Chatbots provide better quality feedback

Respondents spend more time answering questions with more detailed responses when talking to a chatbot.

AI identifies more actionable insight

Artificial Intelligence in a conversational survey can highlight key trends through text and sentiment analysis.

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What Is Wizu?

Wizu is a chatbot led conversational feedback platform that offers a more engaging and interactive way to collect feedback from your customers. More information is available [in the later section](#).

What Is a Conversational Survey?

A conversational survey uses a modern, messaging interface that is associated with SMS, Facebook Messenger or WhatsApp. Messages are displayed to the user and responses presented in a linear thread.

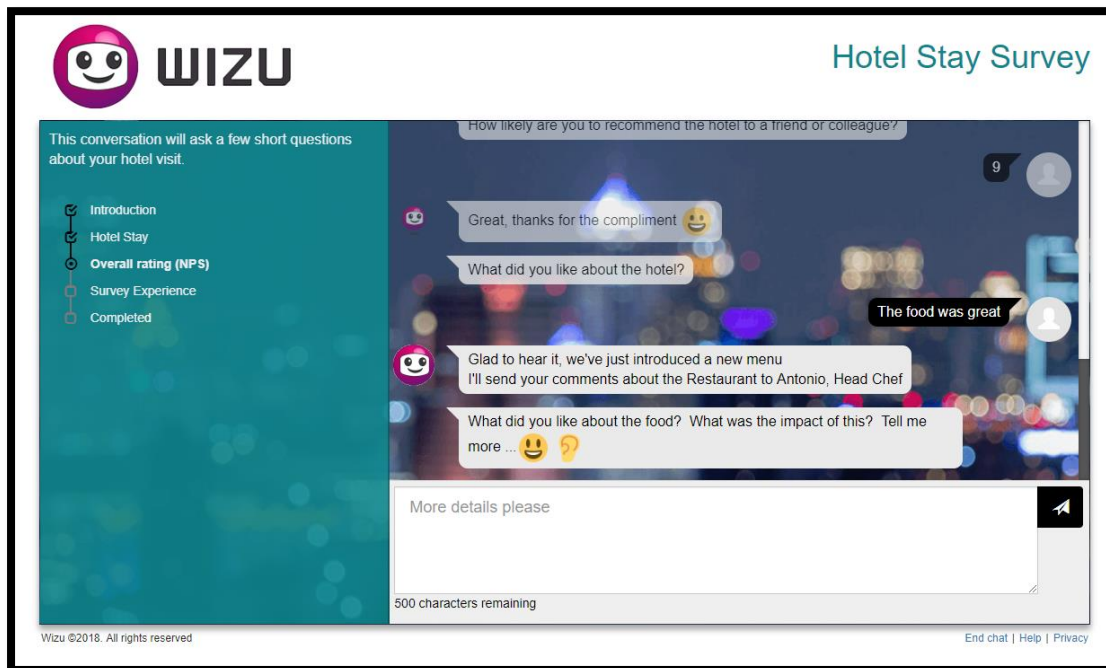


Figure 1 - Screenshot of Wizu Conversational Survey Interface

What Is an AI enabled Chatbot?

AI, or Artificial Intelligence, enables the chatbot to better understand what a customer is saying by analysing open text responses and identifying sentiments and topics being mentioned. This helps categorise key trends in reporting but also allows the survey to engage in real-time to better understand the issue being raised, ask intelligent follow-up questions or even close the feedback loop.

What is a form-based survey?

Form-based surveys are the web-based surveys that present the questions in a series of forms.

Why commission this study?

The purpose of this study to compare the effectiveness and performance of conversational surveys against form-based surveys. Conversational surveys are a new channel and so understandably organizations have challenges such as:

- What impact does the interface have on the quality of feedback?
- Would respondents prefer a conversational survey interface?
- Do conversational surveys provide more actionable insight?
- What impact does the interface have on the quality of feedback?
- What potential impact does the survey experience have on customer loyalty?

This study is designed to answer those challenges and talk more widely about the benefits of conversational surveys.

The Scenario

The scenario selected for the comparison was a hotel, post visit, satisfaction survey. This scenario was selected as it involved a simple subject that everybody could relate to and would be easy to recruit for.

The Survey

There are two main sections to the survey.

Part 1: The Control

The first part of the survey is the control section which measures a hotel stay experience. This section asks eight questions relating to the respondent's most recent stay at a hotel. It also allows us to compare the quality of the feedback through each platform.

Part 2: Survey Experience

The second part of the survey asks for feedback on the actual survey experience to help us identify how people felt about taking each type of survey and the impact this had on the overall experience.

The respondents were not made aware this was for the purpose of a survey comparison and the questionnaire was presented as a study into their recent experience at a hotel.

The survey was created using a leading traditional survey provider and the Wizu platform. Invitations were sent via the panel provider with a 50/50 split sending respondents to either the traditional form-based survey or the Wizu conversational survey.

Differences

The AI enabled chatbot allows for intelligent follow up questions to be asked based on responses to two open-ended questions.

The Sample

To achieve a representative sample of respondents, the independent and leading survey panel providers, Lucid, were engaged. More information about [Lucid is available in the later section.](#)

The sample specification:

- Evenly distributed by gender, location and demographics
- Respondents must have visited a hotel in the last 90 days

A total of 537 responses were gathered through both platforms.

Responses from both data sets were then analysed and compared to compile the findings in this study.

FINDINGS

We break the findings down into the following areas:



Data Metrics Comparison

What impact does the survey type have on core metrics?



Feedback Experience

Which interface offers the best experience for the respondent?



Actionability

What actionable insight is uncovered from the survey interfaces?



Impact on Loyalty

Does a good survey experience have an impact on customer retention?



Demographics

Is one type of survey favoured by a certain demographic?

PART 1: THE CONTROL

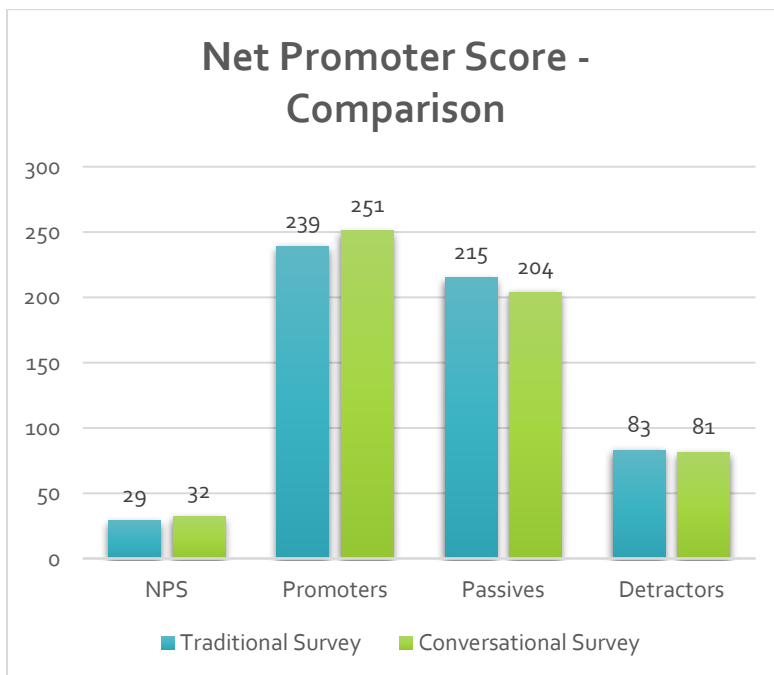
The Challenge: Would using a conversational survey affect the CX metrics that are being measured?

The Answer: The medium a survey is taken in has very little impact on the core metrics such as Net Promoter Score (NPS)*.

What That Means: Data from conversational surveys can be directly compared with data collected from traditional form based surveys.

The Findings:

The Net Promoter Score rating was slightly higher on the conversational survey with a similar spread of promoters, passives and detractors. Other questions such as 'Did you feel welcome when you entered the hotel?' also had similar scores with the traditional survey respondents selecting 'Yes' on 97% of surveys and the conversational survey gaining 96%.



*Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

KEY FINDINGS

Using a conversational survey does not significantly affect the core customer experience measurements of an experience.

The Challenge: What impact does the interface have on the quality of feedback?

The Answer: A conversational survey prevents respondents “speeding” through multiple likert scales and helps them focus on the current questions, providing a more detailed and thoughtful response.

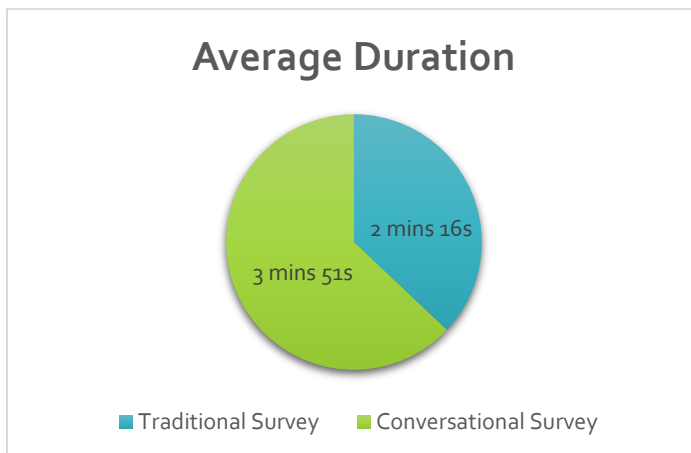
The positive responses regarding the conversation user interface and the increased time per survey combine to indicate the respondent is more engaged.

What That Means: You get more detailed and better quality insight which helps identify areas where you can improve the customer experience.

The Findings:

DURATION

On average, respondents took over a minute and a half longer completing the conversational survey.



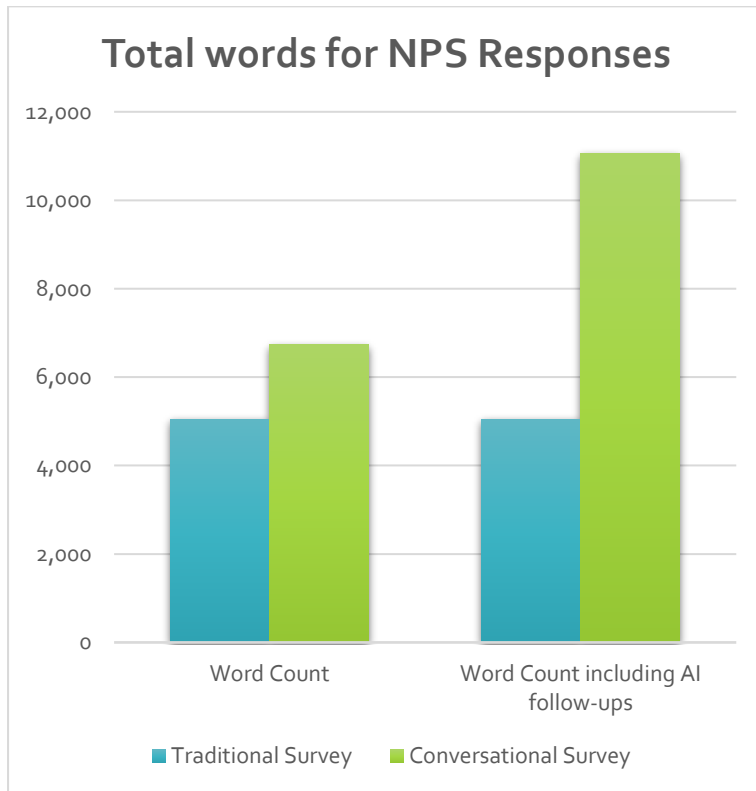
This means people spent more time per question, providing more detailed responses.

KEY FINDING

Respondents give more time answering questions for conversational surveys and provide more detailed responses

QUANTITY OF FREE-TEXT DATA

The length of the responses were also significantly higher via Wizu with over twice as much text comments being provided when the AI powered follow up questions are taken into account.



KEY FINDINGS

Respondents that used the conversational survey gave 33% more words for open ended surveys.

When using AI based intelligent follow-up prompting, respondents gave 118% more words than survey forms

The Challenge: Would respondents prefer a conversational survey interface?

The Answer: Respondents rated the conversational survey as a much better experience than those rating the traditional form based survey with 57% giving it 10/10 versus just 11% giving the same rating for the traditional survey.

What That Means:

- A better survey experience means your customers are more engaged and more likely to complete the survey.
- Respondents will put more time into answering the questions providing you with better quality insight.
- Very often the survey is the last touchpoint on a customer journey and a positive survey experience will affect the overall customer experience.

The Findings:

Survey respondent experience is an often overlooked part of the customer journey. Your company might offer an exceptional experience but then end the whole journey with a bad survey. Our respondents rated the actual survey experience with 57% of respondents giving Wizu 10/10 while only 11% gave the same rating for the traditional surveys.



KEY FINDING

57% of respondents rated the conversational experience as 10/10 while only 11% gave the top score for traditional form based surveys

RESPONDENT FEEDBACK

When it comes to the factors that people liked about both survey types there were some interesting insights. 'Easy' was the most common attribute for both surveys but **a much larger percentage found the conversational survey easy**. Respondents found the traditional survey quick and short but used much more positive terms such as fun and interactive for the conversational survey.

Q. What did you like about this type of survey?

| Traditional Survey | | | Conversational Survey | | |
|--------------------|-------|------------|-----------------------|-------|------------|
| Keyword | Count | Percentage | Keyword | Count | Percentage |
| Easy | 69 | 13% | Easy | 143 | 27% |
| Quick | 64 | 12% | Different | 60 | 11% |
| Simple | 53 | 10% | Fun | 50 | 9% |

Key Feedback On Conversational Surveys

It's different and super fun.
I want to do more of that survey
I wish it was longer!!
I love it a lot!

Very easy to complete and
different from most surveys.
Made the experience much
more interesting.

So different, in a good way!
Love the chat, feels so much
nicer than typical repetitive
surveys.

FREEDOM OF EXPRESSION

Traditional surveys often suffer from leading the respondent down a specific path rather than allowing them to express their opinion on the areas that are important to them. Our study found that 56% of respondents strongly agreed that conversational surveys made it easy for them to express their views while only 30% felt the same about traditional surveys.



What That Means:

- Conversational surveys allow respondents to more easily express their views on the areas that are important to them.
- Respondents are not left frustrated that they were unable to give feedback in their own words.
- Organizations get a better understanding of what areas are important to the customer and uncover insight on areas that might have discovered otherwise.

KEY FINDINGS

88% more respondents that took the conversational survey strongly agreed the survey made it easy for them to express their feedback.

The Challenge: Do conversational surveys provide more actionable insight?

The Answer: Conversational surveys generated almost twice as much verbatim comments from respondents, this meant there was a much deeper customer insight available. The chatbot not only helped identify trends but also analysed the sentiment behind these topics and the common language respondents were using to describe the issue.

The AI intelligent prompting following an open ended question works extremely well at clarifying and probing for more information that Text Analytics from other vendors is unable to do. More information about AI intelligent prompting can be found in [Appendix A](#)

What That Means: There are three main benefits to the increase in actionable insight:

- Organizations can identify where they can focus attention to improve the customer experience at a strategic level. For example, improve the quality of beds throughout the hotel chain.
- Organizations can action feedback at an individual incident level. For example, provide customer service training to a named individual.
- Organizations can close the loop in real time by providing resolutions to common complaints within the conversation itself. For example, if customers complain about the pillows, provide in-survey response describing that there are multiple types of pillows in the room.

The Findings:

One of the key elements in customer feedback is being able to identify actionable insight that can help you make positive changes to the experience. Our study shows that conversational surveys were significantly better at identifying key trends but also capturing more insight and being able to close the feedback loop as part of the survey experience.

For the purpose of this study we have identified actionable insight as constructive negative comments about the hotel stay that could be addressed to improve the experience.

KEY FINDING

91% more actionable insight was generated from the same number of responses via the conversational survey platform

Key Actions Highlighted

The traditional survey provider did not offer any text or sentiment analysis so simply provided a word cloud that picks out common keywords that are used.

staff_n Nothing dislike_{small} service_{hotel} none Nothing really
 room_{poor} Nothing_{food} Price_{noisy} bit_{bathroom}
 breakfast_{check} little good

Wizu offers text and sentiment analysis which helps provide more detailed analysis but also helps probe into the responses in real time, gathering more information and helping pin point your customer pains.

| Theme | Common positive descriptions |
|-----------|--|
| Staff | Friendly, helpful, good, welcoming, polite |
| Room | Clean, comfortable, spacious, modern |
| Location | Good, central, convenient |
| Bed | Comfy, comfortable, big |
| Breakfast | Good, great, nice, big |

| Theme | Common negative descriptions |
|-----------|--|
| Room | Small, messy, dirty |
| Food | Poor, average, pricey, terrible, expensive |
| Breakfast | Expensive, awful, pricey, disappointing |
| Noise | Loud, adjacent, late |
| Staff | Rude, unhelpful |

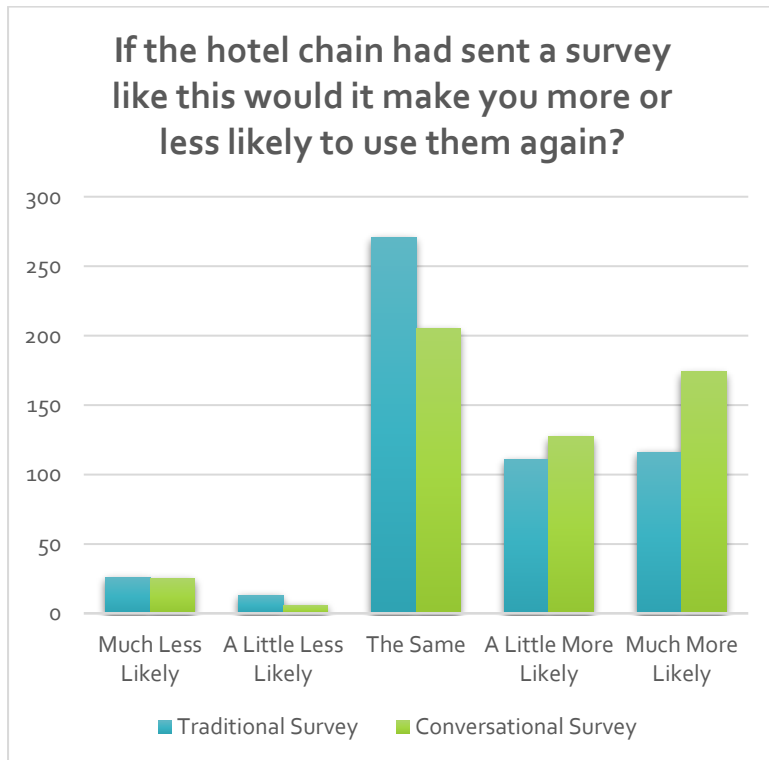
The Challenge: What impact does a positive survey experience have on customer loyalty?

The Answer: The study shows that 32% of conversational survey respondents would be 'much more likely' to use the hotel chain again after taking the survey compared to just 21% on the traditional survey.

What That Means: A better survey experience means a better connection between company and customer which makes them much more likely to use your business again than if they took a traditional online survey. Increased customer loyalty means increased revenue delivering an ROI on your customer experience program.

The Findings:

Customer loyalty is at the core of any customer experience program so can a survey experience have an impact on retention? Well our results indicate that having a positive survey experience can directly impact the likelihood of a customer returning. 32% of respondents suggested they would be 'much more likely' to use the hotel again after being sent a conversational survey. Only 21% expressed the same view for the traditional survey.



KEY FINDING

32% of conversational survey respondents would be 'much more likely' to use the hotel chain again after taking the survey compared to just 21% on the traditional survey – an increase of 50%

More engaging conversational surveys lead to increased customer loyalty

DEMOGRAPHICS

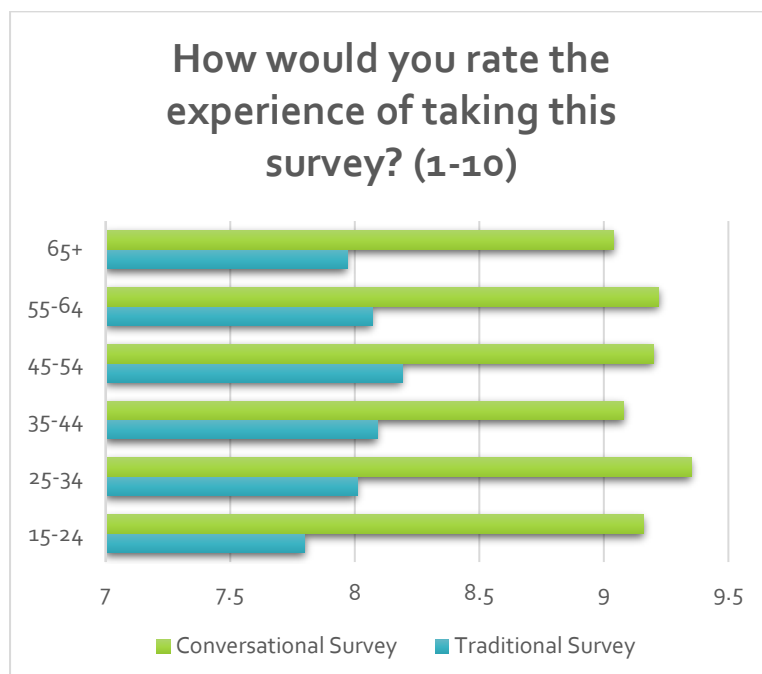
The Challenge: Would older demographics be open to a conversational survey interface?

The Answer: The study shows that all age ranges preferred the conversational survey over the traditional form based survey, though the largest increase was in younger generations.

What That Means: Conversational surveys are not just a platform for younger generations but actually offer a better experience across all age ranges and genders. This means you can get a wide sample of responses giving you a better picture of your customer experience. This will also result in increased completion rates across a wider range of customers.

The Findings:

One challenge that is sometimes given against the use of conversational surveys is that there is an assumption that older generations would not like this method. The results below show that, while clearly the younger generation has the biggest increase in experience compared to the traditional survey, the older generation also prefers the conversational interface. In fact, every age range showed an increase in positive experience in taking the survey, as did both genders.



KEY FINDING

All age groups and genders expressed a clear preference for conversational surveys over traditional form based surveys

CONCLUSION

This study has effectively shown that chatbot led conversational surveys have a number of key benefits over traditional form-based surveys:

- The positive survey experience (final touchpoint) reported a **higher likelihood to re-purchase**.
- Conversational surveys do not adversely affect core metrics being measured.
- Respondents spent more time providing more data while rating the survey experience higher. Respondents were **more engaged**.
- Respondents of all ages gave **better survey experience** ratings than traditional form-based surveys.
- Intelligent follow-up questions have a huge impact on the amount and **quality** of additional text uncovered. This provides much **more valuable insight** that enables organizations can action to increased customer loyalty and ultimately improved sales.
- Conversational surveys provide opportunities to **close the loop** or even rescue dissatisfied customers while the text analytics reporting reduces the resources required to analyse feedback and highlight actions.

The survey is very often the final touchpoint an organization has with a customer and providing a positive feedback experience is important for future loyalty. Therefore a survey that customer enjoy taking and allows them freedom to express their opinions in an engaging and interactive way has a big impact on the overall customer experience and future purchases or recommendations.



"Simple survey questions are good, but when you add the interactive and conversational component of AI, it takes the surveys to a different level. It engages the customer in a survey experience that increases participation and can eliminate survey fatigue."

[Shep Hyken](#), customer service/ experience expert and New York Times bestselling author of *The Amazement Revolution*

FUTURE WORK

There are a couple of disadvantages to using a panel audience in this scenario such as not being able to compare completion rates and the impact of the panel incentive on the survey experience. We know from the range of real use cases we have worked on with our clients that conversational surveys offer a much higher completion and will look to provide a more detailed case study in this area. It is also worth considering that as a panel audience they had less of an emotional connection with the survey than someone providing a response for a real organization. This means that we would expect even more valuable insight to come from using a real use case, though clearly this study shows the conversational platform was extremely effective in gaining this insight.

Notes

Completion rates are typically far higher in Conversational Surveys and this would have an impact on scores.

As this study utilized a panel audience, then completion rate was not a factor, but other case studies completed have seen conversational surveys have an average of five times higher completion rates. This means companies can get larger volumes of feedback that provide more detailed insight.

RESOURCES

WIZU

Wizu is an award winning chatbot led conversational survey platform. It allows organizations to quickly and easily create on brand, engaging surveys to better understand the customer experience. Wizu can be used in several scenarios from customer experience, market research, employee engagement, website FAQs and more. You can visit www.wizu.com to find out more, talk to Wizu or book a personalized demo to see how Wizu can help your organization engage with your customers.

Website: www.wizu.com

Email: hello@wizu.com

Phone: 0800 433 7075

Relevant Wizu blog posts that may be of interest:

[Conversational Surveys: An Introduction](#)

[How To Use Text Analytics To Improve Customer Experience](#)

[Survey Respondent Experience: Let's Talk About The Elephant In The Room](#)

[The Art of Conversational Surveys](#)

LUCID

Lucid, a recommended partner of the Wizu platform, are the leading marketplace for human answers. They offer access to the world's largest community of real people ready to share answers, opinions, behaviours, and more. Founded in 2010, Lucid

is headquartered in New Orleans with offices in London, New York, Gurgaon, and Sydney. Lucid's goal is simple – narrow the gap between people with opinions and the organizations who value those opinions.

Website: <https://luc.id/>

Email: jpopovich@luc.id

Twitter: [@lucid_hq](https://twitter.com/lucid_hq)

Artificial intelligence was used within the conversational survey to automatically probe for more information based on the respondent’s answers. This was done using several keyword triggers and through real time sentiment analysis.

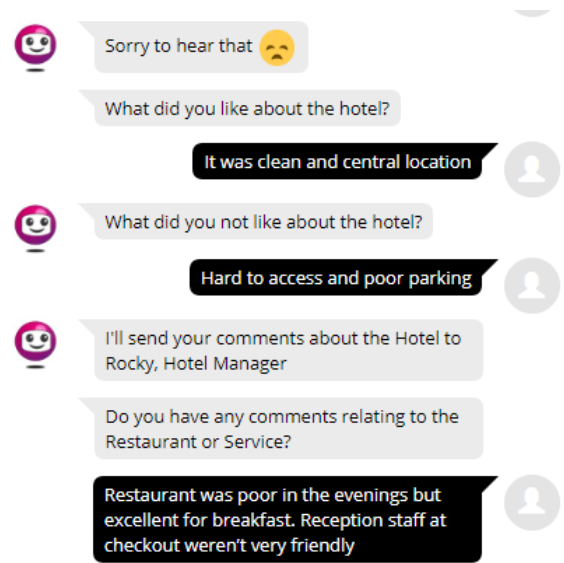
Actionable Insight from Feedback

Gaining insights from feedback is one of the key areas to help improve customer experience and intelligent follow up questions are essential in identifying key areas. An additional 175 comments were gathered from probing around positive and negative comments and 526 further comments were gathered when prompting on topics the respondents had not mentioned.

What this means: By automatically probing for more information you go beyond simply identifying likes and dislikes and start to understand the reasons behind and get a better understanding of where you are delivering a positive or negative experience. This automated probing helps identify the underlying issues so that you can more accurately isolate customer pain points and address them in a way that will make a positive difference to the experience.

By adding an additional follow up question to find out about topics the respondent has not mentioned you are allowing the respondent to express views on the areas that are important to them, while ensuring you are still collecting feedback on the areas important to your organization.

Below are some examples of how the follow up questions helped uncover valuable additional insight.



Example Conversational Survey Transcript

| Answer (What did you not like about the hotel?) | Follow Up After AI Prompt |
|---|---|
| The heating | The heating in the rooms was too high and always is in the brand of hotel |
| The parking | The parking was too far away from the main hotel |
| Decoration | Quite bland |
| The breakfast staff | They were not very helpful |
| Poor service | I'd gone to the reception for a glass of water and was waiting over an hour |

BENEFITS

This study clearly identifies several areas where conversational studies outperform traditional form-based surveys. So, what exactly does that mean for the respondent themselves and how does the improved experience benefit the organization?

BENEFITS FOR THE RESPONDENT

Better Experience

Participants rated the conversational survey experience much higher than the traditional survey experience meaning you are ending your customer journey on a positive rather than offering a poor survey as the final interaction.

Key Feedback On Conversational Surveys

"Its different and super fun I want to do more of that survey I wish it was longer!!!! I love it a lot!"

"Very easy to complete and different from most surveys, made the experience much more interesting"

"It was very different, quick and fun to complete"

"Interactive and something different than the usual survey"

"So different in a good way ! Loved the chat, feels so much nicer than typical repetitive surveys"

"Was able to answer in my own words, thank you"

"Very easy to answer the questions on my phone."

"More interesting than normal surveys."

"It was more interactive like i was having a conversation i would like more surveys to be like this"

"The survey was really fun and I felt as if my opinions really mattered."

Being Heard

By having a chatbot acknowledge what is being said in the survey and asking relevant follow up questions, it ensures the respondents feels that their feedback is important. It gives the impression that someone is listening and allows them the opportunity to share feedback on their own terms rather than just focusing on the areas the organization wants to measure.

Real-time Resolution

If a customer has a complaint, then a conversational survey has the ability to provide instant resolutions either through answering common questions within the conversation or by automating workflows to inform relevant members of staff. This means respondents are getting answers quickly in one place and have a platform to get the answers they need easily.

BENEFITS FOR THE ORGANIZATION

Make Better Decisions

Conversational surveys provide higher quality feedback from more engaged customers, ensuring you get more honest and reliable feedback. By identifying the areas that have the biggest impact on customer experience, you can make more informed decisions of where to make improvements and more accurately measure the impact of those decisions.

Increase Sales

This study has shown that increased engagement leads to improved loyalty and retention which ultimately delivers increased sales. The conversational UI also provides you with opportunities to upsell, collect new leads or increase advocacy through social sharing.

More Actionable Insight

The AI powered chatbot used within a conversational survey can highlight key themes that your customers are talking about and provide additional elements such as the context and the associated sentiment. This allows you identify specific actions to take rather than just highlighting areas of interest.