

MAKING SURVEYS COUNT

The feedback you already have

Capturing everyday insight and making technology do more of the
work



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Where does feedback live in your forum?

Emails & messages

Events & support

Social media

Spreadsheets

Meeting notes

People's heads

Have a think about all that apply.

Families are giving us evidence all the time



SUPPORT

A recurring barrier mentioned at a peer support session or coffee morning

INBOX

Several families asking the same question

SOCIAL

Comments revealing confusion or unmet need

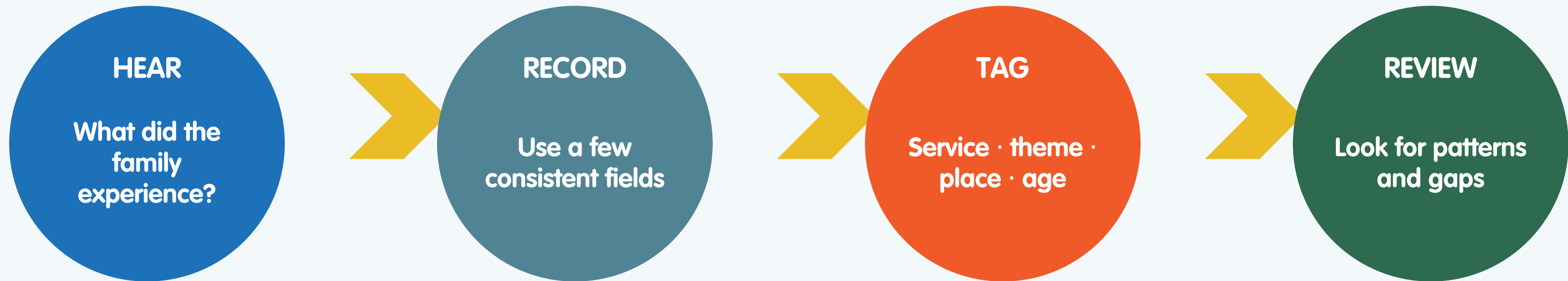
EVENTS

A strong theme heard during a listening session or captured during the booking process



One story is an experience. Repeated stories are a pattern worth testing.

“Passive” must not mean accidental



Capture the theme—not an identifiable case history.

Agree what can be recorded, anonymise it, and protect sensitive information.

Turn scattered comments into a usable evidence loop



The loop is incomplete until families hear what happened next.

Volume does not equal representation

A strong theme may still come from a narrow part of the community.

- **Who is speaking most often?**
- **Who cannot access our usual channels?**
- **Which ages, needs or neighbourhoods are absent?**
- **Do we need targeted listening before drawing conclusions?**

Treat gaps in your data as a finding- not an inconvenience

**Automate the admin.
Keep the perceptions human.**

Good technology creates more time to listen, question and influence.

Match the method and platform to the job



QUICK PULSE

Meeting poll

One question in the room

TARGETED ASK

Microsoft / Google Forms

Short, focused feedback

DEEPER SURVEY

SurveyMonkey

Logic and analysis at scale

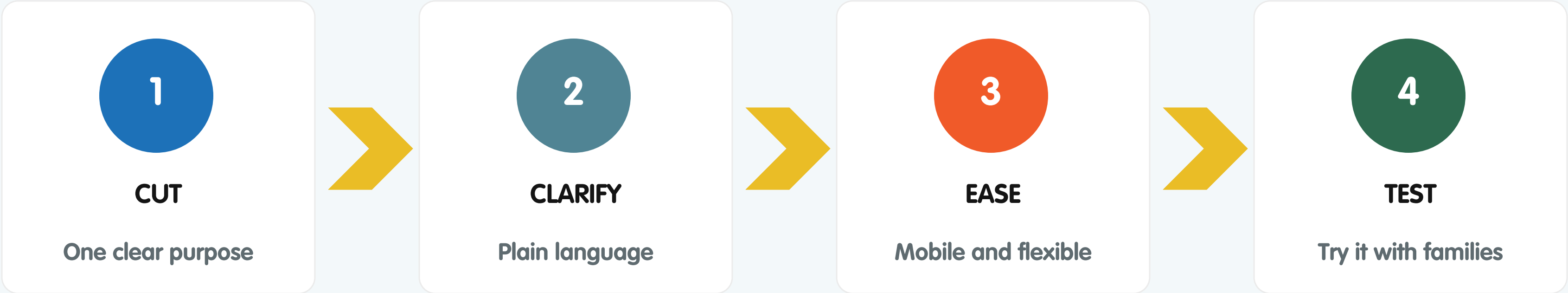
OTHER ROUTES

Google Forms / paper

Audience and access decide

Start with the smallest method that answers the question.

Make it easy to take part



Every extra question should earn its place.

Automation and Excel skills can reduce admin - if you keep control

USEFUL

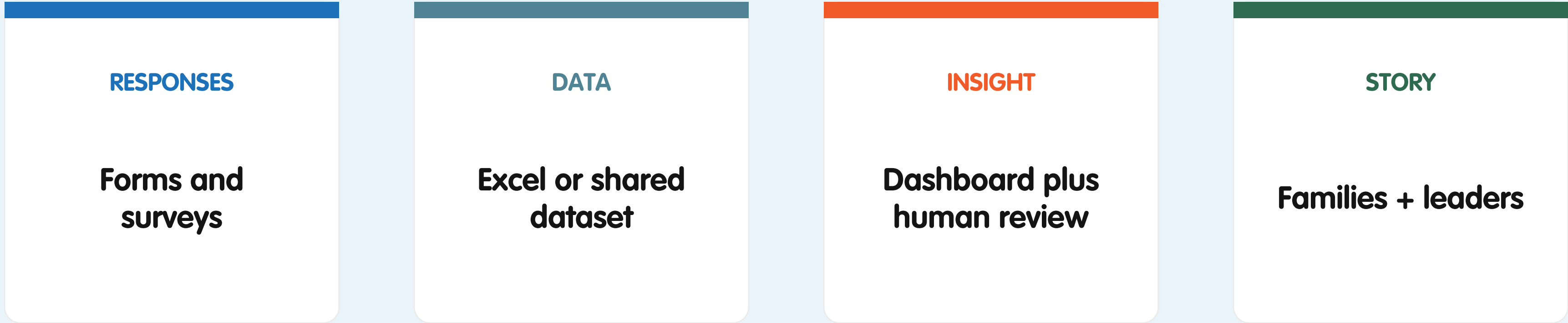
- Send responses to Excel
- Notify the right owner
- Refresh a dashboard
- Suggest initial themes

RISKY

- Upload identifiable case details
- Automate sensitive decisions
- Skip manual checking
- Collect more than you need

Automate movement and first-pass organisation - not accountability.

Move from responses to two clear stories



Use the same evidence, but present it for the audience.

ONE QUESTION TO TAKE AWAY

What valuable feedback do you currently risk losing?

Share one answer in the chat

Listen → capture → combine → influence → report back