

Analyzing, reporting and making sense of your feedback data

Now that all of you have data from your partner surveys... we need to:

- Analyze it (to discover the important patterns & findings in the feedback)
 - Share it (through email or printed reports, posters or presentations)
- Make sense of it together in discussion with those who gave the feedback.

This guide will help you to analyze your feedback data using the Data Explorer Tool on the Feedback Commons. It then explains how you can copy the most insightful charts and create reports, posters or presentations that you can use to frame a sense-making dialogue with staff and partners. It is through dialogue that the real insights emerge, perceptions are validated and understood, and actions are agreed to improve relationships and performance.

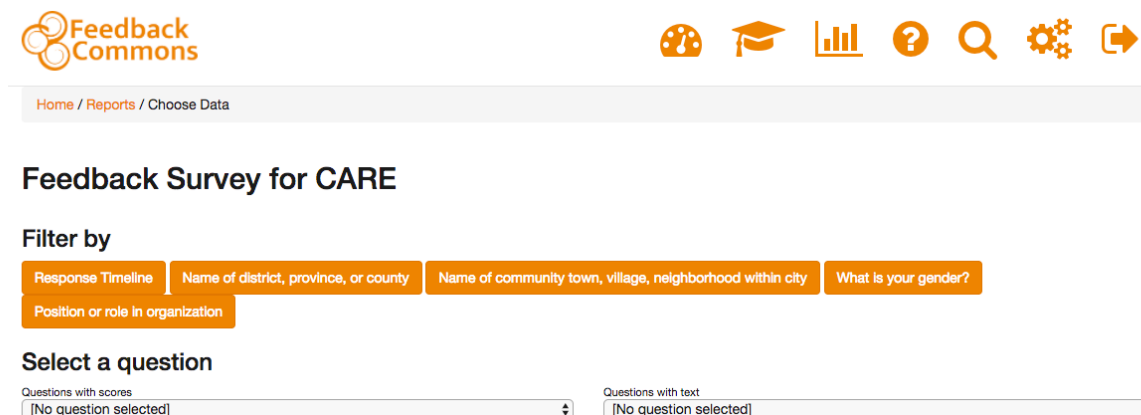
It is essential that you first read the one page guide to **Net Performance Analysis** that has been sent to all of you separately by email. You will find this annexed at the end of this guide.

At Keystone, we rely on feedback from users like you to tell us about your experience in analyzing and reporting your feedback data. So please do let us know what problems or difficulties you encountered as well as what you found most useful.



1 Analyzing your data using the Feedback Commons Data Explorer Tool

You will have received regular emails from the Feedback Commons providing you with a link to analyze your data. Clicking on this link will take you to the Data Explorer Tool with the data from your survey ready to analyze.



The screenshot shows the Feedback Commons Data Explorer Tool interface. At the top, there is a navigation bar with the Feedback Commons logo on the left and a series of icons (a pie chart, a graduation cap, a bar chart, a question mark, a magnifying glass, a gear, and a share icon) on the right. Below the navigation bar is a breadcrumb trail: "Home / Reports / Choose Data". The main heading is "Feedback Survey for CARE". Underneath, there is a "Filter by" section with five orange buttons: "Response Timeline", "Name of district, province, or county", "Name of community town, village, neighborhood within city", "What is your gender?", and "Position or role in organization". Below the filters is a "Select a question" section with two dropdown menus. The first dropdown is labeled "Questions with scores" and the second is labeled "Questions with text". Both dropdowns currently show "[No question selected]".

The **Data Explorer** is designed to make analyzing feedback data quick and easy for program staff and members of beneficiary groups – even if they have no prior experience of data analysis or statistics. It should enable virtually anyone to create simple visual charts that show what people think about the program – and to compare this to feedback about other programs. But also, to make it as useful and actionable as possible.

- Data is analyzed using **Net Performance Analysis** – this is adapted from a simple but very effective method for understanding customer experience and building strong customer loyalty in businesses – and supports an agile and responsive management practice. It has proved its value in customer facing businesses all over the world where relationships are fundamental to success. In development, it fosters Constituent Voice and ensures responsiveness to partners and beneficiaries. Please refer to Annex 1.
- You analyze the data one question at a time.
- You start by selecting a question and viewing a simple analysis of the responses to it.
- All results are shown in one single full-page graph.
- You then compare your scores with a benchmark – the average scores for that question from all participating CARE programs.
- You can then apply several different filters to the chart you have in front of you. This will depend on what demographic categories you selected when you built the survey. For example, you can compare the responses of men and women, of people from different areas, or people of different age groups. You can also compare your current scores with scores from earlier surveys – to see if there has been any improvement in the results.
- Finally, you can view the responses to your open text questions.

Once you start, you will find your own way through your data – and you will be able to build your own comparative charts that illustrate what you think are the most important patterns and insights in the feedback.

We suggest a few simple steps to make this easier.

Step 1: Select a question

We recommend that you start by clicking your mouse in the left hand 'question box' on the page. A list of questions will appear. These are the 'number questions' that you selected when you built your survey.

Click on one of these questions to select it. As soon as you do, a graph will appear that illustrates the results for that question from this survey.

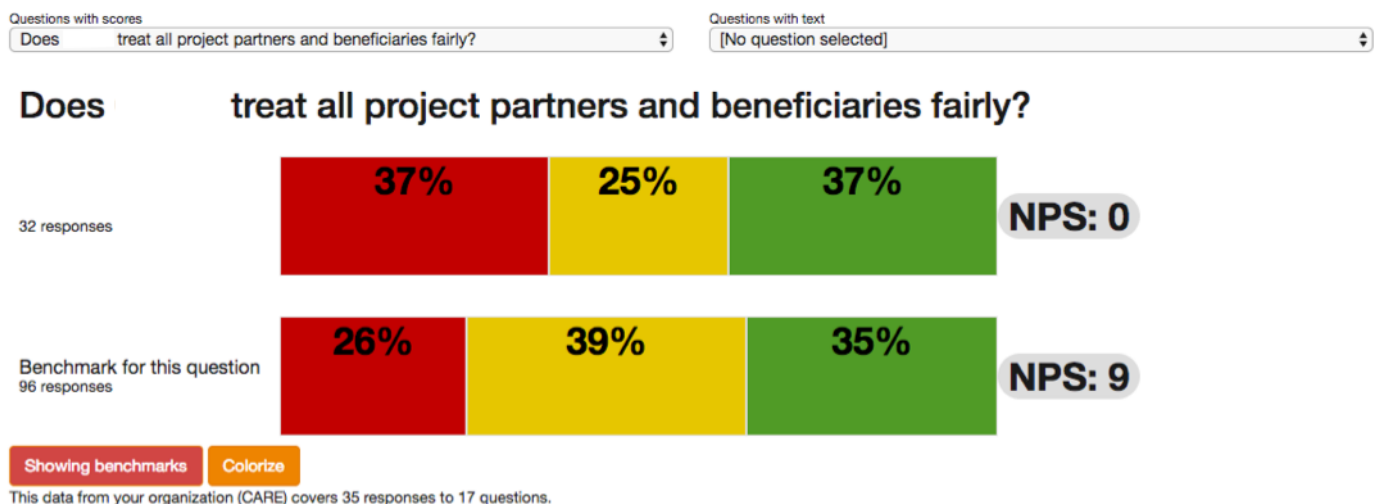
Select a question



Step 2: Compare your scores with a Benchmark button (below and to the left of the question box)

When you click the **Show Benchmarks** button (below and to the left of the question box), another graph will appear showing the average scores to that question from all the different programs participating in this pilot. This gives you a real sense of how your scores compare with the others. Are you performing relatively well, or relatively poorly in the eyes of your partners compared to your peers? And you can start thinking about reasons why this is the case.

The program in this example is performing almost the same as the benchmark – feedback is slightly more negative.



Step 3: Apply filters

Now you can click any of the filter buttons that you will see above the question boxes. The graph will change to show the different responses of the different respondent groups. The example below shows the results to a question filtered into men's responses and women's responses.

In this example reveals an interesting pattern: it appears that women feel more unfairly treated than men. This highlights a problem worth exploring and finding solutions for.

Filter by What is your gender? (selected)

Response Timeline

Name of district, province, or county

Name of community town, village, neighborhood within city

What is your gender?

Position or role in organization

Select a question

Questions with scores

Does

treat all project partners and beneficiaries fairly?

Questions with text

[No question selected]

Does

treat all project partners and beneficiaries fairly?

All answers
32 responses

37%

26%

37%

NPS: 0

Male
25 responses

36%

16%

48%

NPS: 12

Female
4 responses

25%

75%

NPS: -25

No Answer
3 responses

66%

34%

NPS: -66

Benchmark for this question
96 responses

26%

39%

35%

NPS: 9

Step 4: View open text feedback

If you click in the right-hand question box you will see a list of the **open text questions** that you included in the survey. This list will include the automatically selected question asking them to give reasons for, or examples to illustrate, their responses to the **number questions** in the survey.

Click on one of these questions. The responses will appear on the screen.

If you have selected a **number question** in the left-hand question box, click on the COLORIZE button. You will see that a color-coded score will appear alongside each open text response. This allows you to quickly browse through responses of those who gave Positive, Neutral or Negative responses to that question.

Select a question

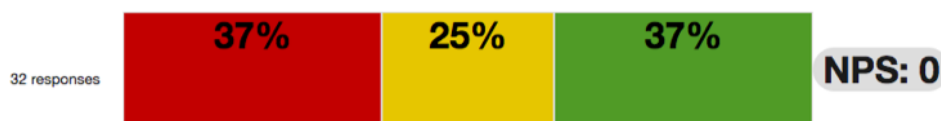
Questions with scores

Does treat all project partners and beneficiaries fairly?

Questions with text

Has the project generated any unintended impacts in participating District?

Does treat all project partners and beneficiaries fairly?



Hiding benchmarks

Colorize

Showing comments from "Has the project generated any unintended impacts in participating District?"

colored by answers to the question

"Does treat all project partners and beneficiaries fairly?"

- None that I know of
- Yes, community forming their own groups to monitor the stages of projects inline the project timeline & progress of work
- No
- N / A

Once you have completed these four steps for one question, you can do the same for all the other questions one by one.

Remember to capture a screen shot of each graph that you think shows important patterns of people's perception that you would like to put into a report or presentation for discussion with other staff AND with your partners.

All the images in this guide are screenshots of actual data from the pilot that have been copied and pasted into a Word document. This is the sequence:

1. Create a graph that you think contains some insights for discussion.
2. Create a screen shot of your screen.
3. Right click on the screen shot and 'Copy Image'.
4. Paste the copied image into your Word document.
5. Right click the image in your Word document.
6. Crop the image to exclude everything except the most important information.

Make an A3 poster of each graph to discuss with groups of up to 25. This is sequence:

1. Paste the cropped image into a blank page in a Word document.
2. Change the orientation of the page to LANDSCAPE.
3. Change the margins of the page to NARROW.
4. Enlarge the image until it fills the entire page.
5. You can make a new poster on subsequent pages in the Word Document.

You can then print this document on an A3 printer or larger. Most local copy and print shops in cities or even small towns can print A3 size pages at a very reasonable cost.

Annex : Net Performance Analysis (NPA)

Most of the charts in this report use a method called **Net Performance Analysis (NPA)**. NPA is based on the customer loyalty measure called **Net Promoter Analysis**.

In the surveys, people are asked how positively they would rate the program's performance in its services and in its relationships. They are asked to choose a score between 0 – 10, where 0 means totally negative, and 10 means totally positive. For example:

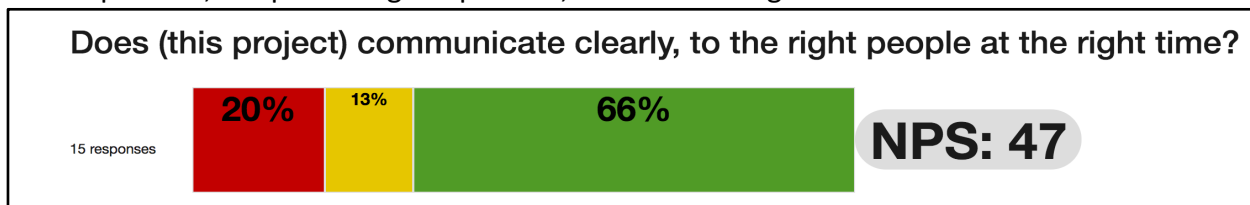
Does (program) communicate clearly, to the
right people at the right time? 0 1 2 3 4 5 6 7 8 9 10

In Net Performance Analysis:

- We group together those who gave 9 and 10 and call them **positives**. These are people who are delighted with the program's services and relationships.
- We group those who gave 7 and 8 and call them **neutrals**. Neutrals are fairly satisfied, but are not delighted. There is some room for improvement.
- Everyone who gave a score of 6 or less we call **negatives**.

We assume that those who gave a score of 6 or below are dissatisfied in some way. We believe that no organization should be happy with its performance if people are dissatisfied about anything. CARE programs should find out why those who gave negative scores are unhappy and respond to the feedback. If expectations are unreasonable, then discussing this helps manage expectations.

Here is a graph to show what a Net Performance Analysis (NPA) graph looks like. It shows, for the above question, the percentage of positive, neutral and negative scores.



Clearly not all respondents feel the same. By showing the range of views in a simple way, we can have a useful conversation with respondents to explain why some are positive while others are neutral or negative.

The number at the end of each row is called the 'Net Performance Score'. The NP score is calculated as the **percentage of positive** scores (66 in this case) minus the **percentage of negative** scores (13 in this case). This gives us a single number that CARE programs can use to compare their current performance against other programs, or against a different point in time. It is also easy to compare performance of two or more units within the same program.

If the NP score is a positive number, it means that there are more positive scores than negatives. If it is a negative number, there are more negatives than positives. A NP score of 47 is a good score.

CARE program staff can set target scores that they would like to achieve. After each survey, they can compare actual scores against what they hoped for, and explore the reasons why. They can identify actions that might help improve their scores, and test these assumptions in future surveys – learning all the time.

Notes: