

Multi-channel Membership Surveys

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As polling and focus group experts, Stratcom can help you learn how your members are feeling and identify key concerns and motivations.

We are continually conducting membership surveys for our clients and have developed innovative techniques to ensure you are also gathering responses from hard-to-reach and less engaged members.

Stratcom's unique ability to integrate a variety of communication channels for distributing surveys provides members with access through a channel that is most convenient to them — whether that be a phone call, text message or email invite.

Taking the extra steps to gather opinions from hard-to-reach members increases the representativeness and reliability of your sample. Additionally, it mitigates any bias that could exist by only contacting members through a single communication method. Since all channels are provided by our in-house services, we can tailor each project to your specific needs.

Broadcast Voice Message (BVM):

A BVM is a pre-recorded message, ideally by the Union President or another well-known executive, that alerts members of the survey and informs them when to expect an email invitation. If a member answers their phone, they will hear the message. If they do not answer their phone, the recorded message will be left in their voicemail.



Personalized email invitations:

Members will receive personalized survey invitations and follow-up reminders with a unique survey URL that is linked to their email address.



Texting:

Using Prompt.io, a text-based communications platform, Stratcom allows you to distribute surveys via text message. If a member shows interest in participating, they will be provided with a URL for the survey which they can open in the browser on their cell phone.



Live calling:

Our in-house unionized phone agents can call members with a short message reminding them to participate in the survey. This extra reminder from a live agent can boost participation by reaching those who missed the other methods of contact.

To further increase engagement – Incentives:

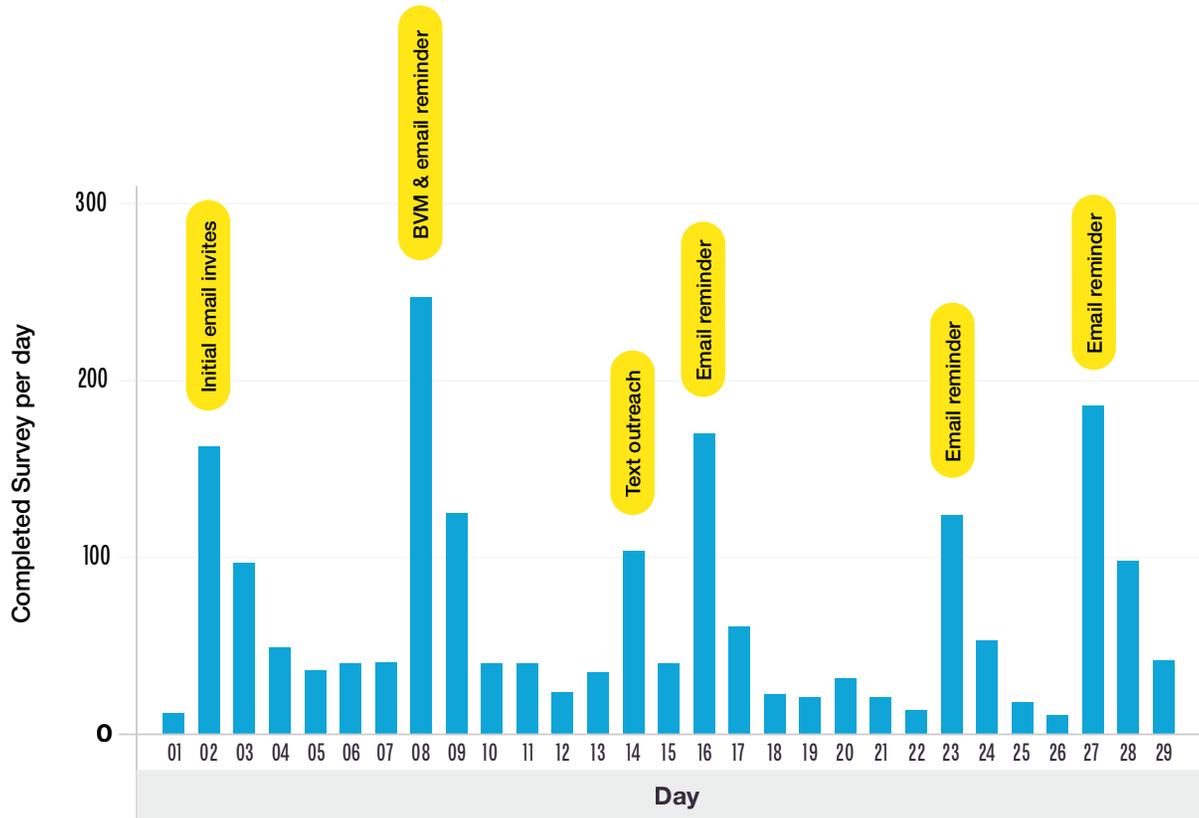
It is highly recommended to offer an incentive for members to complete a survey. A small additional expense of \$300 – \$500 on multiple gift card draws for survey respondents has shown to improve the response rate and increase the quality of the results.

Database update:

Using multiple communication channels (email, BVM, text, live calling), Stratcom can also assist in expanding the quality of your database by adding more phone numbers and email addresses for members for future contact.

Member Survey 2021: Tracking Completed Surveys

This chart below shows how multiple communication channels boosts participation throughout the fielding window.



USW District 3 worked with Stratcom to update our membership contact information and to survey our members about their union and to tell us about their priorities — we were happy with the outcome and it's been good for our organization.”

Scott Lunny

Director,
United Steelworkers - District 3



STRATCOM

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Stratcom is a union polling specialist, a unionized workplace and partly owned by the labour movement.

USW Local 8300