

Are we plundering people's finite resources of patience and trust?

Adrian Field
September 2018





Your bank, your say.





Hello Adrian,

Just a reminder about our survey. As a valued Westpac customer, we appreciate your feedback. We want to better understand the issues and problems our customers might have, when dealing with Westpac, how well we do at solving them, and what we can do better in those situations.

The following survey should take between 4 to 6 minutes to answer. Your answers are confidential.

Start survey

After completing the survey, you will go into our monthly draw for 3 prizes of \$250 gift cards (that can be redeemed at most retailers).

I like surveys. I design a lot of them for a living. But really, 'tell us tell us a bit about your experience', when the experience was just depositing a cheque, is seriously overkill!

Comment

Share





Oh come on Adrian, you're being far too reductionist......just consider the narrative opportunities inherent in the affective atmosphere associated with that sensory moment and the momentous feeling within the economic gravity of that otherwise banal depository act. Its telling, really, Heard a seminar on it once.

Haha · Reply · (1) 2 · 23 hrs

How's your day been?

Like - Reply - 0 2 - 23 hrs

What's a "cheque"?









Actually no Adrian, I could fill in a survey about how frustrating it is to deposit a cheque from a customer at the ASB bank when it is a work account!

Like - Reply - 1 - 20 hrs



Seriously I was just thinking earlier this week how the survey scene is completely out of control. Check out operator at countdown was wearing a badge "make my day. Ask me about taking a survey"

Like - Reply - 1 · 9 hrs

5 Replies - 3 hrs



They just want to know if you can get your mind together... Here's the 'behind the scenes' expose of the experience:

https://youtu.be/F2zavD9w98E



The Jimi Hendrix Experience -Are You Experienced? (Behind...

YOUTUBE.COM

Haha - Reply - Remove Preview - 4 1 - 8 hrs





Westpac NZ Typically replies within...





2 NOV 2017 AT 09:59

Hi, I deposited a cheque the other day at a local branch. All went well, took 2 minutes, no problem. Then the next day I got an email from Westpac asking me to take a 5-minute survey about my experience. Don't you think this is overkill? You're only putting people off surveys and undermining their overall value as a useful data source.

2 NOV 2017 AT 10:48

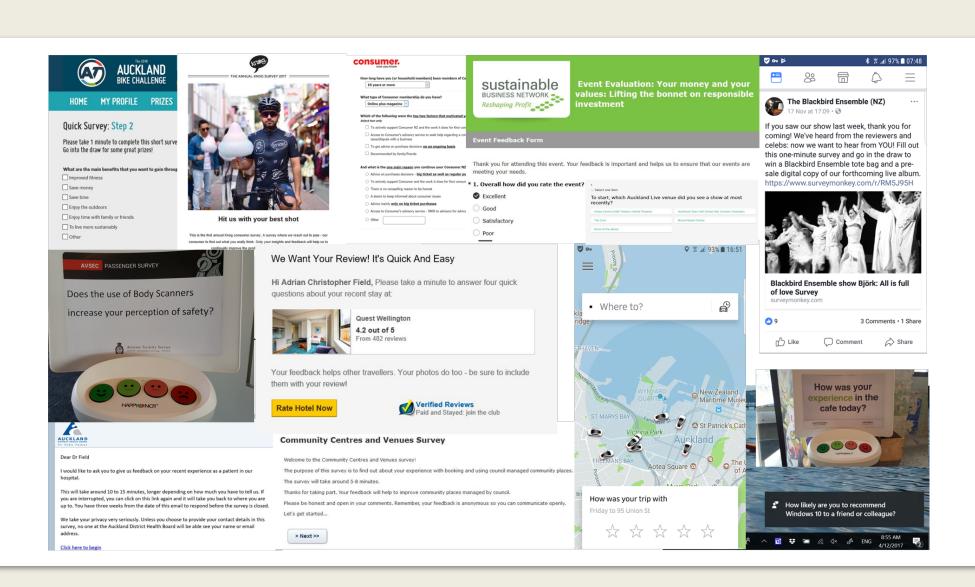
Hi Adrian, Sorry for the inconvenience caused.

2 NOV 2017 AT 11:47

Thanks for the response, I'm well aware that I can ignore a survey request, most people do. My concern is more as someone who designs and delivers surveys - I would never ask someone who took part in something for 2 minutes to then spend 5 answering a survey. It's completely out of balance. Your practice is devaluing surveys as an important and valid data collection tool and is weakening their overall usefulness as people will be even less inclined to take part.

Hi Adrian,

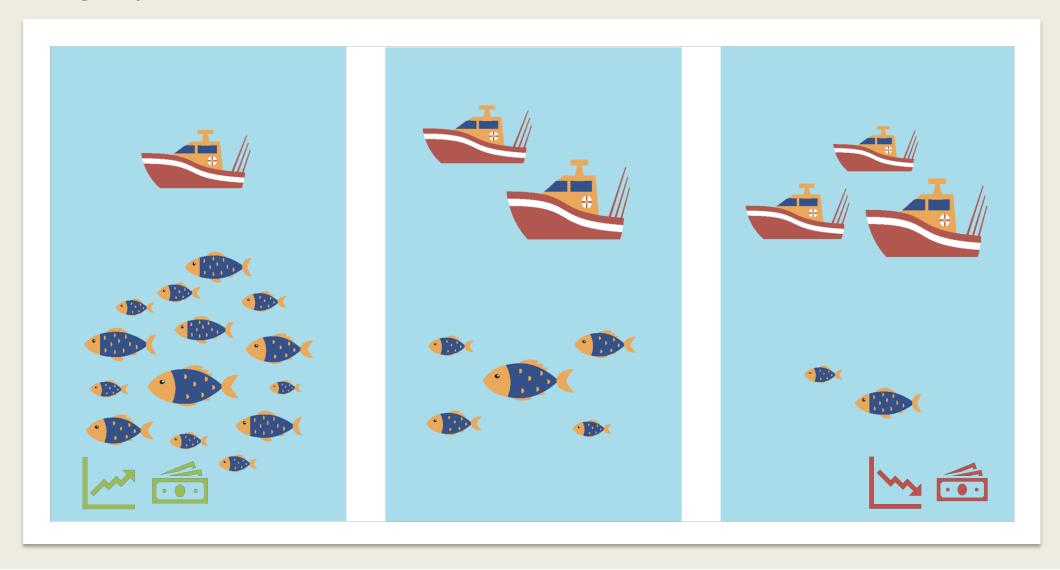
Appreciate your feedback. We will pass your comments on to our development team for you.







Tragedy of the commons





The tragedy of survey and evaluation fatigue?

