

Category

Data & AI

Data Literacy for Interpreting Surveys & Voice-of-Customer Data Playbook

Reading what customers say with enough method to trust it, and enough skepticism to catch what's misleading

- Practitioner
- Intermediate
- Template Included

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- 28 March 2023
- 4 minute(s)

Overview

A framework for building data literacy specifically around survey and voice-of-customer data interpretation — question design bias awareness, response rate and sample skew assessment, and distinguishing stated preference from likely actual behavior — addressing common interpretation pitfalls that undermine the value of otherwise well-intentioned customer listening programs.

If a survey has a large number of responses, isn't that enough to

trust its findings? Sample size alone doesn't guarantee reliability — a large but unrepresentative or biased sample (from leading questions or skewed response patterns) can produce confidently wrong conclusions regardless of how many people responded.

What's the most common data literacy gap specifically in voice-of-

customer interpretation? Not accounting for question wording bias — subtly leading question phrasing can significantly shift response patterns without the survey designer necessarily intending it, and this effect is easy to miss without deliberately reviewing question wording critically.

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regardless\nof how many people responded." } }, { "@type": "Question", "name": "What's the most common data literacy gap specifically in voice-of-", "acceptedAnswer": { "@type": "Answer", "text": "customer interpretation?\n\nNot accounting for question wording bias — subtly leading question\n\nphrasing can significantly shift response patterns without the survey\ndesigner necessarily intending it, and this effect is easy to miss\n\nwithout deliberately reviewing question wording critically." } }] }

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