



YesInsights &



DESIGN PICKLE present

# What's Your One Question?

JULY 2017

Every month, Design Pickle emails their community a question about marketing, technology, or business trends using the one-click YesInsights survey tool. Since the Design Pickle team works from different locations all over the world, the July Question of the Month wanted to know:

**Where do you get most of your work done?**



At the office 🏢



From home 🏠



I don't work,  
but I love naps 😴

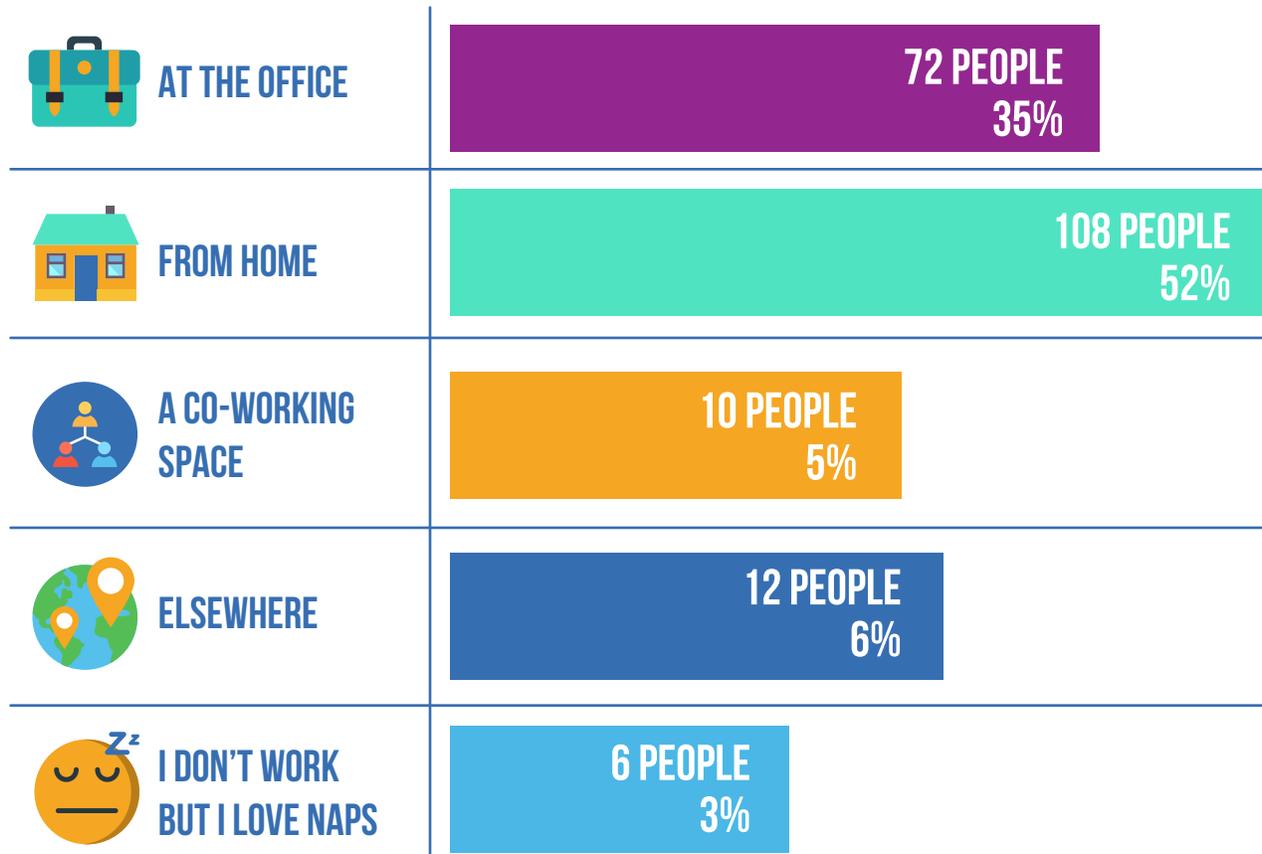


A co-working space 🧑‍💻



Elsewhere 🌍

## RESULTS



Times are **changing**, people! The days of kissing your kids goodbye and heading to the office are being replaced by hanging with your cat, sippin' on home-brewed coffee, and replying to emails in your PJs.

An overwhelming **52%** of people surveyed work from home while only **35%** say they get most of their work done in a traditional office setting.

The **6%** of participants who work from somewhere besides the office, home, or co-working space, expressed that they get most of their work done in coffee shops or on the road while traveling.

### Why the shift in vocation location?

Of the **55** comments received, those who get most of their work done from home express they do so to achieve a better work/life balance, remain focused without office distractions, avoid a daily commute, and work in a comfortable environment (AKA in your pajamas!).

Those who find working from home to be difficult say that find their home to be distracting and they miss the social interactions that a populated office space typically provides.

# NOTABLE COMMENTS

## FROM HOME

"Biggest Advantages: I have control over my environment and more flexibility with my time. I also save on commuting and meal costs. Biggest Disadvantages: A lack of socialization with others, being able to bounce ideas off colleagues, and the easy of "getting into a rut" by not being in a fast-paced office environment."

"Work from home is the best! Maintaining life and work balance."

"When the lease ended [for my co-working office space], we left and it's been the best decision for me. I LOVE working from home and I don't find it distracting. I get more done, faster and I'm around for my kids' activities when they need me. The cat/dog love it too. "

"Get to stay home with my baby but I never leave "the office"!"

"Freedom... It's all about the freedom. I love waking up 10 minutes before a meeting, throwing a nice shirt on and looking like I've been up for hours already."

"Biggest advantage no set hours, biggest disadvantage no set hours."

"The biggest disadvantage to working from home is losing out on important facetime with other employees in your office. This can certainly be overcome with collaboration tools and presentation software, but isn't always the best for building relationships with your team. "

"The flexibility to work from home allows me to travel to clients as well as achieve a better work/life balance."

## A CO-WORKING SPACE

"Privacy for phone calls is a challenge. Love the flexibility."

"It's a work space that is absent of all the distractions at home. It's buzzing with activity."

# NOTABLE COMMENTS

## AT THE OFFICE

"I work very closely with my coworker, so it's easy to work out details faster than having to wait for email responses or even walking down the hall."

"Helps me focus, few distractions other than my boss and coworkers, and my office is set up the way I need it to be."

"Colleagues popping in impromptu to chat; LOTS of meetings!"

"Advantage - Internet speed, pos, tools needed to get job done. Disadvantage - To distracting, too busy."

"Advantages: Free coffee and fun people. Disadvantages: A lot of distraction and the space isn't very inspiring (a little stale and corporate). "

"Lots of distractions in the office! In the rare day that I work from home I get a lot more done. Plus you save commuting time working from home! "

"Biggest advantages would be the open layout allowing us to easily communicate with each other. Biggest disadvantages are the standard too many meetings and interruptions. "

## ELSEWHERE

"Coffee shop Advantages: Form deeper relationships with those in the community, forces me to be more organized and communicate more strategically with coworkers. Disadvantages: Since the majority of my work is mobile, I lack the ability to just walk into an office, sit down, and get started - I have to get into the grove."

"I'm a FedEx courier, so the cab of my truck is my office and about an hour at home wherever my tired ass lands."

"I work at coffee shops, where the coffee keeps me alive and the people-watching keeps me entertained during breaks."

"We love to RV travel across the country. As long as I have internet, I'm good to go!"

## SURVEY STATISTICS

HOW MANY PEOPLE  
WERE CONTACTED?

4,613 OPENED EMAILS



HOW MANY PEOPLE  
RESPONDED TO THE SURVEY?



4.5% 208 CLICKS

HOW MANY PEOPLE  
LEFT FEEDBACK?

26%



55 COMMENTS

3 PEOPLE WORK FROM HOME TO SPEND MORE TIME WITH A CAT



1% OF THOSE SURVEYED  
REPORT TO WORKING FULL-TIME FROM A COFFEE SHOP

## SURVEY PERFORMANCE ANALYSIS

Of the **4,613 people** who opened the email, **208 clicked** on a survey answer. This resulted in a conversion rate of **4.5%**, which is up **.8%** compared to our June survey performance!

While **4.5%** is still a low conversion rate, we have definitely made progress during the last three months of our Question of the Month campaign.

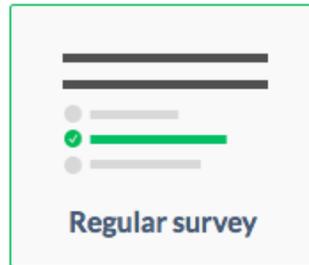
We used the YesInsights tool to create and embed a survey directly into our email service.

To make an embedded email survey campaign of your own, log into your YesInsights account and click “create a survey”.

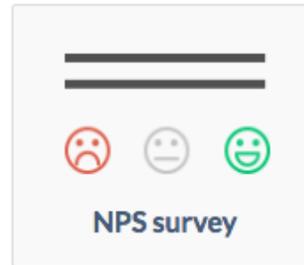
# SURVEY PERFORMANCE ANALYSIS

When prompted, select the kind of survey that makes the most sense for your question. If you are creating a survey with a specific question like we did, choose “regular survey.”

## Create a Survey



Regular surveys can be used to ask your customers anything

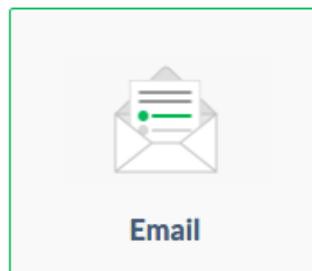


Net Promoter Score surveys measure customer satisfaction

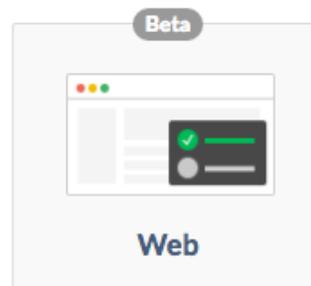
If you don't have a specific question and would rather ask your customers about their overall satisfaction, choose “NPS survey” instead.

Next choose where you'd like to share your survey. If your survey is going directly on a website or landing page, simply choose “web.” If you're using this question in an email campaign like we did, select “email.”

## Where would you like to share this survey?



Survey is sent through email using your existing email service



Survey is shown on your website using our Javascript widget

# SURVEY PERFORMANCE ANALYSIS

You will need to fill in the form-fields on the next page with survey name, question, responses, landing page option, follow-up email option, and notifications/response limit configurations.

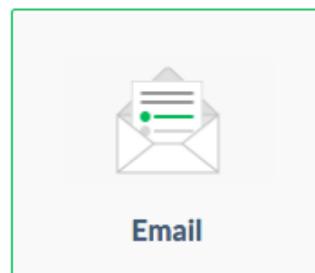
After your survey details are set-up, you will be redirected to a page with a drop down menu. Select the email service provider you will be using (Design Pickle used Drip for this survey) and click “get survey snippet.”

## How would you like to share your survey?

[Get Survey Snippet](#)

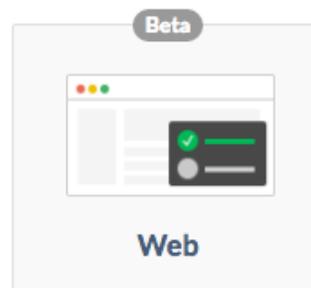
That's it! Simply copy and paste the survey snippet on the next page into your email campaign. Feel free to italicize, bold, or underline to spice up the text in your email.

## Where would you like to share this survey?



**Email**

Survey is sent through email using your existing email service



**Web**

Survey is shown on your website using our Javascript widget

The results will be compiled as the answers roll in - just check your YesInsights dashboard to see the results! If you're curious about this feedback tool, visit [YesInsights.com](https://YesInsights.com) and sign up for your 7-day risk free trial!