

## knowledge street

<b>Client</b>	AT&T Creative Services
<b>Project</b>	Audience Satisfaction Survey
<b>Client Industry</b>	Corporate Communications
<b>Summary</b>	AT&T's Corporate Communications group manages a portfolio of communication vehicles, which necessitates an ongoing effort to measure their impact on the target audience. Roughly a year after the launch of a new video channel, Knowledge Street was engaged to design a web-based audience survey.

### The Need

AT&T Creative Services is responsible for a weekly video news program called TTV, targeted at a global audience of some 52,000 AT&T employees. Each show is about 10 minutes long, and is pushed to its audience in several ways. It is fed directly to lobby monitors, sent via video cassette and also streamed over the AT&T Intranet.

By doing things that can only be done with video, TTV is intended to enhance other communications vehicles, particularly two electronic newsletters. It includes segments on AT&T technology, Telco

market developments, interviews with executives and human interest material.

In the summer of 2004, TTV's production team decided to assess how the show was playing with the audience. The initial goal was to gather the kind of data that could help make the program better, by answering three fundamental questions:

- ▶ Who was watching?
- ▶ How were they watching?
- ▶ What did they think?



## Our Approach

A web-based survey made sense for this project: most of the target population had access to the AT&T Intranet and the show itself was delivered in a streaming format.

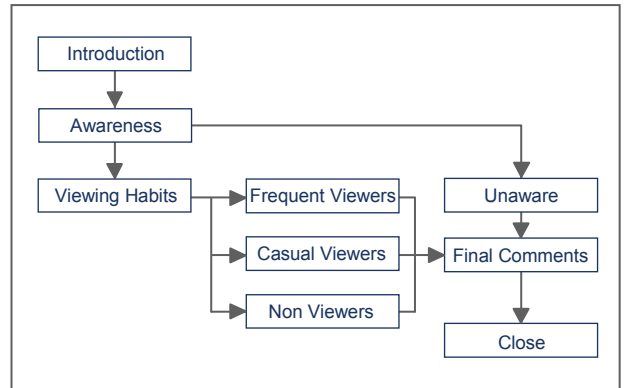
To get the most value, the survey needed its own branching logic. No individual employee should be asked to answer too many questions, and there should be different questions depending on the audience segment.

Knowledge Street was engaged for this logical design, and for the analysis of the results. The actual survey was coded by AT&T's Intranet staff in an existing platform tool.

The first step was to consider how the audience could be broken down, and K Street's take of the appropriate segmentation is illustrated on the right.

With this structure, people who were not aware of TTV could be asked about other communication vehicles. People who watched could be asked about content, and people who didn't watch could be asked about their reasons.

K Street also designed a Communications Program to promote the survey, and helped write the memos and associated materials that would bring people in the door.



*Audience Segmentation*

The survey was open for two weeks in the summer, and the results were electronically delivered to K Street for analysis. The project's final deliverables were a detailed written report, recommending specific follow-up initiatives, as well as a presentation to the AT&T Communications group.

The final results were quite positive. They demonstrated that for those who were watching regularly, the show was considered to have a high value-add. They also showed that the TTV's content was already scoring high marks, but that additional investments should be considered to drive greater awareness of the show in the employee population.



### Client Quote

"Knowledge Street's understanding of our requirements, combined with their common sense approach to the survey tools, was a great help in this project. They were able to listen to our needs, make intelligent recommendations, and work cooperatively with our staff to put together a survey that was a perfect fit for our situation.

The survey was well received by AT&T employees, and its very human tone got us what we wanted: honest feedback, that included both pros and cons. Knowledge Street's help in analyzing the results was also a great benefit, and we were definitely impressed with their insight, attention to detail and efficient work process. It's been a pleasure doing business with them."

Karen Loenser, Creative Director

