

Welcome

EPINION

Heathrow

Making every journey better

**Respondent engagement
Programme**



Respondent engagement program agenda

Introduction to respondent engagement program

Importance of body language

Confidence building

practicing techniques

Going into the terminal to conduct some surveys with passengers.

The mentor will demonstrate how they approach and engage with passengers and interviewers will practice the techniques taught.

debrief

Interviewers will give feedback about the program e.g. what worked and what did not work, was it helpful?

Respondent Engagement Program Introduction

What amounts to best practice and the best way of engaging with respondents?

- A professional, customer focused manner will achieve good respondent engagement.
- An enthusiastic interviewer, with positive body language, a friendly smile, and good eye contact will put the respondent at ease and capture their attention.
- A smart appearance is important to visually reassure the passenger of who you are. This will also assist with your introduction to the passenger as they will be able to see you represent the airport.

- Ensure the respondent is fully engaged with the survey. Achieving this will enhance the quality of the information and will leave the respondent with a positive view of their airport survey experience with our team.
- It is important to show you appreciate the time a person has given you, and the usefulness of the information they have provided. All these factors will leave the respondent with a good impression of their airport research experience.
- An untidy, casual appearance is off-putting, and will increase refusal rates and reflect negatively on a passenger's impression of the company.
- Looking at your mobile phone whilst with a respondent or while waiting outside a store for a respondent is highly discouraged as it communicates disinterest.

Team discussion about interviewing



- How do you feel when approaching passengers?
- How are you finding the interview process?
- Do you feel that you are keeping them engaged?
- How do you feel about refusals?

Negative Body Language

'Please give as many examples & signs of negative body languages as you can think of'

Spot what is right or wrong

On the following exercise we would like you to spot what is right or wrong with the body language shown in the images that you are about to see.











Approaching
and
Keeping
respondents engaged

Approaching respondents

When approaching people having a positive body language is a good technique to capture the attention of your audience.

Did you know that people respond or judge someone mainly through body language? Your body language, your eyes, your energy will come through to your audience before you even start speaking.

It is interesting to note that most of us communicate several messages without using speech. The first thing that people notice when they are being approached by another person is their body language, then the tone of their voice and then their word.

Keeping respondents engaged

Sometimes respondents can easily drift away when being interviewed. You can keep passengers engaged by changing the tone of your voice.

When speaking to passengers its good to use hand gestures.

This body language helps to put our thoughts into words when we speak, and when we gesture, we put our thoughts into our hands.

Hand gestures can act as a second language of sorts; make people listen to you more intently, feel more comfortable around you, or even add an air of authority to your words.

6 tips for positive body language

1. Appearance

Wear the correct uniform

Wear plain black shoes & hair should be tidy.

2. Posture

- Sit tall
- Be sure not to slouch or lounge
- Avoid crossing your arms
- Don't put your hands in your pockets

3. Mirror

Mirror passengers movements

4. Eye contact

- 2/3 of time, make eye contact
- 1/3 of time, you can look away

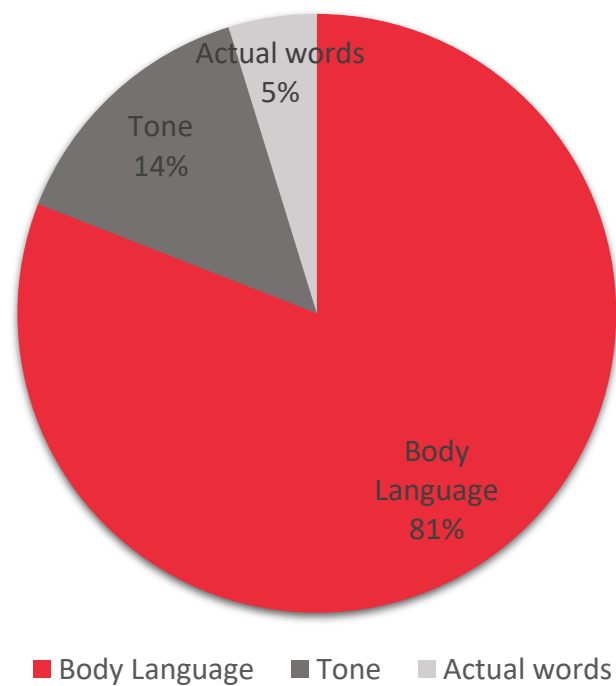
5. Gestures

- Keep arms open and to suggest honesty
- Avoid pointing

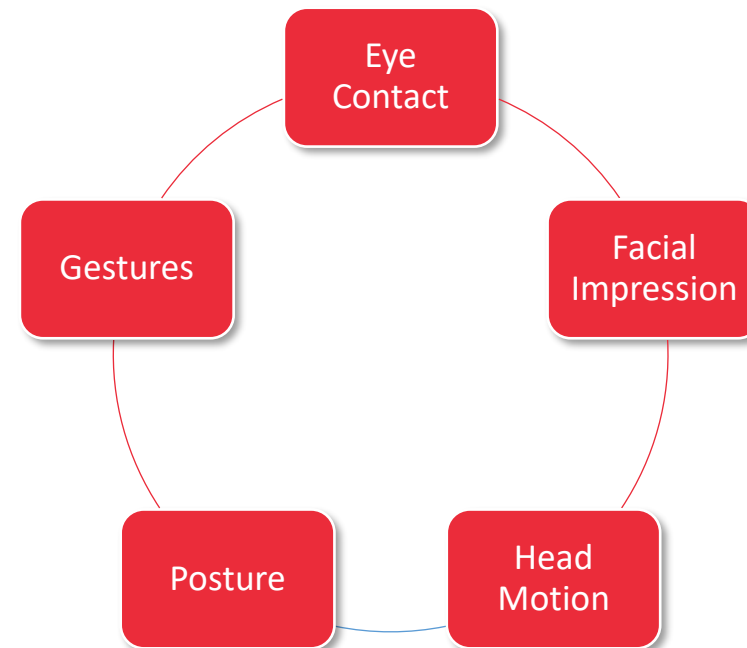
6. Enthusiasm

Show your enthusiasm by keeping an interest expression

Respondent engagement



Features of body language



Positive body language

Appearance

Wearing the correct uniform given is very important. It will help our respondents identify that you work at the airport. It will also give you the advantage of getting a better strike rate, as respondents will be more respectful, viewing you professionally.

Approach respondents with confidence

Calming butterflies is the key to good respondent engagement. How can we calm the butterflies?

Plain and simple answer. You must **be relaxed**.

To **be relaxed** you must be **confident**. To **be confident** you must be **prepared and rehearsed**.

Taking refusals

Don't think about whether the respondent will take part or not, just ask. Don't worry if you get refused, its part of the job. Just move on to the next respondent and start afresh.

Getting 1 out of 10 respondents to take part is a good number.

Time management

Did you know that poor time management can also affect your engagement with respondents?

Respondents like to speak to people who are relaxed and not rushing, give yourself plenty of time to arrive for work.

Organize yourself by being on time for your shift.

Most importantly



Understand the project and survey requirements

The more knowledge you have about a survey and its purpose, the more effective you will be in gathering the needed information for best results.

It is therefore important you have fully read all project materials and understand the reason for what you are trying to gain on this research.

Don't be afraid to ask any relevant questions to gain clarity during briefings and go through tests of the survey link prior to going out live into the field.

Approaching respondent tips

- Always greet respondents by saying “Good Morning, Afternoon or Evening” depending on the time of the day.
- When introducing yourself start by saying “I’m working on behalf Heathrow airport” and then let the respondent know the reason why you approached them.
- If there is a seat available always ask passenger if it is alright to take a seat before sitting down.
- Always thank respondent for their time even if the respondent refuse to take part.

To the Terminal



Welcome back

Quiz / recap

Good body language skills comprise of the following: -

- Good eye contact
- Do not look at who you are speaking too
- Always look serious when speaking

Quiz

Good body language skills comprise of the following: -

- Good eye contact ✓
- Do not look at who you are speaking too
- Always look serious when speaking

Questions ?

- Share a story about interviewing
- Have you encountered any problems whilst on shift
- Anything else

EPINION AARHUS

HACK KAMPMANNNS PLADS 1-3
8000 AARHUS C
DENMARK
T: +45 87 30 95 00
E: AARHUS@EPINIONGLOBAL.COM

EPINION COPENHAGEN

RYESGADE 3F
2200 COPENHAGEN N
DENMARK
T: +45 87 30 95 00
E: COPENHAGEN@EPINIONGLOBAL.COM

EPINION HAMBURG

ERICUSSPITZE 4
20457 HAMBURG
GERMANY
T: +43 (0)699 13180416
E: HAMBURG@EPINIONGLOBAL.COM

EPINION LONDON

D'ALBIAC HOUSE (ROOM 1015-1017)
CROMER ROAD, HEATHROW CENTRAL AREA
HOUNSLOW, TW6 1SD
T: +44 (0) 7970 020793
E: LONDON@EPINIONGLOBAL.COM

EPINION MALMÖ

ADELGATAN 5
21122 MALMÖ
SWEDEN
E: CONTACT@EPINIONGLOBAL.COM

EPINION OSLO

BISKOP GUNNERUS GATE 2
0155 OSLO
NORWAY
T: +47 97 11 73 50
E: OSLO@EPINIONGLOBAL.COM

EPINION SAIGON

11TH FL, DINH LE BUILDING,
1 DINH LE, DIST. 4, HCMC
VIETNAM
T: +84 8 38 26 89 89
E: HCMC@EPINIONGLOBAL.COM

EPINION SINGAPORE

60 PAYA LEBAR ROAD
#08-43 PAYA LEBAR SQUARE
SINGAPORE
E: CONTACT@EPINIONGLOBAL.COM

EPINION STAVANGER

KLUBBGATEN 4
4006 STAVANGER
NORWAY
T: +47 90 17 18 99
E: STAVANGER@EPINIONGLOBAL.COM

EPINION VIENNA

HAINBURGERSTRASSE 20/7
1030 VIENNA
AUSTRIA
T: +43 (0)699 13180416
E: VIENNA@EPINIONGLOBAL.COM