

# KL Communications

This is really a multi-faceted question. I think you have to look at the origins of the problem, before you can decide on the best strategy. As for the cause of the respondent crisis, I think we all need to look in the mirror.

After a half century of abusing respondents (e.g. *just a few minutes more, this should only take about five minutes, etc.*), consumers and business pros have finally wised up to us and barred the gate. And we still haven't come to terms with this as an industry. We continue to abuse the good will of the "lunatic fringe" who are still willing to talk to us. This has led to our own "Tragedy of the Commons"

*Each man is locked into a system that compels him to increase his herd without limit -- in a world that is limited.*

As such, I feel it's necessary to swim against the tide, a tide that I don't see changing in the next decade. In fact, the primary services that my company provides are based on this cynical view.

It's important that we establish trust and respect with our respondents, so that we are allowed within their gated community. That is why my company has embraced the concept of proprietary online communities. I can assure my members they will be surveyed and contacted according to mutually agreed upon boundaries. In contrast to the current situation, we look to "*Always play up to your audience*" \*

*\* Jack Benny's explanation of his extremely successful & long career.*

Second, when it comes to recruiting, we expect Professional Respondents will continue to be a thorn in our side. These scurrilous imposters will continue to use innovative techniques to embed themselves in our sample plans. That's why this year we launched our DirectConnect division, which is really a very old fashioned concept. We go to gatherings (e.g. trade shows, events) where our target respondent is likely to be found and then we recruit them right there in person.

In summary, our plan is more reactionary than revolutionary. We only survey people that we know on a first hand basis and then we treat these individuals with respect. These community members (A.K.A. respondents) are our most coveted asset, and our relationship with them is one that we hope to nourish for decades.

And, in so doing, perhaps we'll help build a little more trust for our industry at large.

Kevin P. Lonnie

President

**KL COMMUNICATIONS**

46 & 50 English Plaza

Red Bank, NJ 07701

732-224-9991

[www.klcom.com](http://www.klcom.com)