

EXPLORING SATISFACTION LEVELS AMONG SEG MEMBERS

Results of a Quantitative Member Survey

Produced for:



Society of Exploration Geophysicists

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Overview

SURVEY PURPOSE & DESIGN

The purpose of this project was to investigate the present levels of “member satisfaction” among SEG members. The information gathered will provide a benchmark for tracking levels of satisfaction in multiple areas. In addition, the results of the survey can be used to strengthen areas in which members show low satisfaction.

The responses to this survey were confidential and the respondents were not identified in any way. By design, however, the survey captured selected demographic and historical information regarding the respondents, without compromising their anonymity.

In addition to questions regarding overall satisfaction, survey respondents were asked about their age, gender, length of membership, etc.

Using these informational subsets, comparative data analysis has been performed segmenting the information into useful groupings.

Using this baseline of information, the SEG will be able to provide valuable information to its management, staff and members.

RESEARCH TACTICS

Presently, the SEG has a member base of more than 14,000. For the purpose of this study, a representative sample of approximately 2,000 members was constructed. The sample was created to accurately reflect the total membership, using criteria such as gender and geographic location. However, the names were selected from each subset on a purely random basis.

An independent mailing company mailed a total of 1,998 surveys in January, 1999. A cover letter on SEG stationery and a business reply envelope were included with each survey. Respondents were instructed to return the completed surveys via mail to AMSI, an independent marketing research firm.

All completed surveys were returned to the offices of the independent marketing research company for tabulation.

Research Confidence Levels

Statistically, the information presented in this report is accurate within 5 percent, unless otherwise noted. Readers of this information should be aware that some charts or exhibits are based on subsets of the total group and are appropriately labeled. Due to some smaller sample sizes, no more emphasis should be placed on the

information than is warranted. Prior to making any decisions, care should be taken to review both the graphic highlights and the tabular data.

The Response

In total, 753 surveys or **37%** were completed and returned. This is an excellent

return rate that will help ensure the reliability of the data collected.

The following section contains an executive summary of the survey findings.

Executive Summary

A QUICK OVERVIEW:

Following is an executive summary of the survey results. While this “quick view” provides excellent summary information, readers of this report also should refer to the detailed charts, graphs and narrative in other sections of this report to gain a complete understanding of the results. In summary, however, the study shows:

- 1. The majority of the respondents are either Very Satisfied or Satisfied with their SEG membership. In fact, only a small percentage gave a negative response. See figure 5.*
- 2. When asked to rank services, the majority of those who had contact with SEG in the past 12 months indicated they were satisfied with staff performance and infrastructure, including the phone system. See figures 9-13.*

However, there is a small, negative, vocal group which should be “heard.” By reviewing the verbatim comments and the detailed charts, the SEG may isolate events, issues or systems that could be improved. See the verbatim comments.

In addition, some of the suggestions, both positive and negative may lead the SEG to develop or refine programs. For example, several comments were offered regarding the SEG web site. These comments should be examined for validity and, if appropriate, acted upon.

Following are the results of the survey.

Graphic Highlights

GENERAL DATA

Following is a discussion of the completed survey findings.

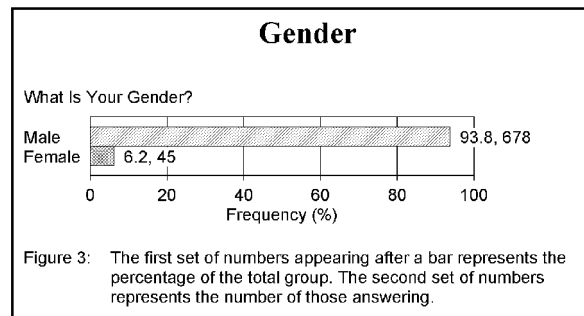
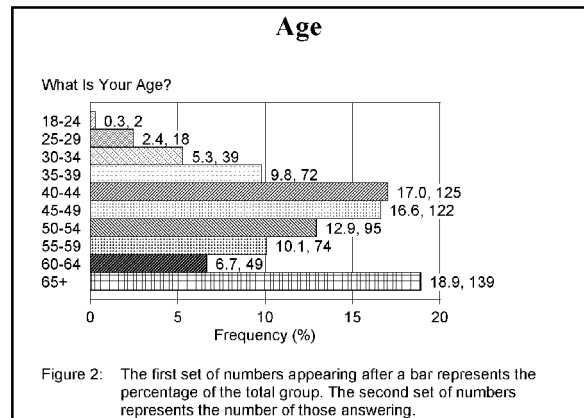
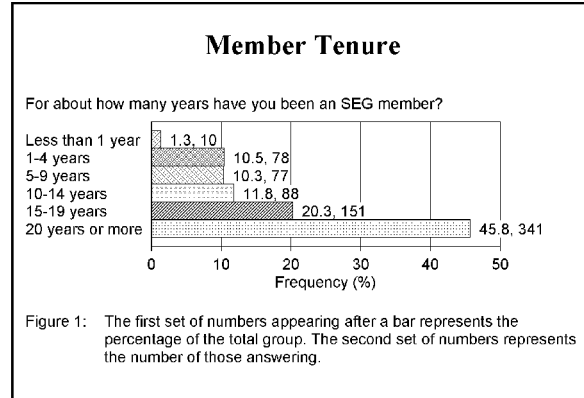
Member Tenure

The majority of those surveyed have been members of the SEG for more than 15 years. See figure 1.

As for age, a variety of ages were reported by respondents. See figure 2. However, the majority of the respondents reported being 40 years of age or more.

A total of 93.8% of the respondents were male with 6.2% being female. See figure 3. The total membership of the SEG is about 5 percent female, which may indicate that female SEG members are more likely to respond to this type of survey than their male counterparts.

The respondents also are employed by wide variety of employer types, as shown in the chart that follows on the next page.



Employment Category

Employment category

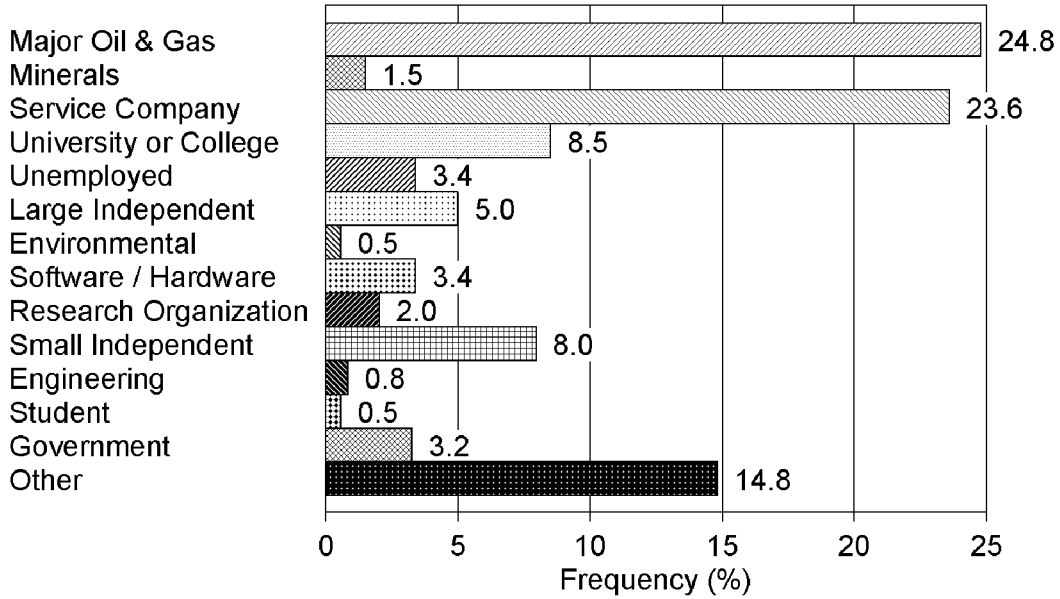


Figure 4: The first set of numbers appearing after a bar represents the percentage of the total group. The second set of numbers represents the number of those answering.

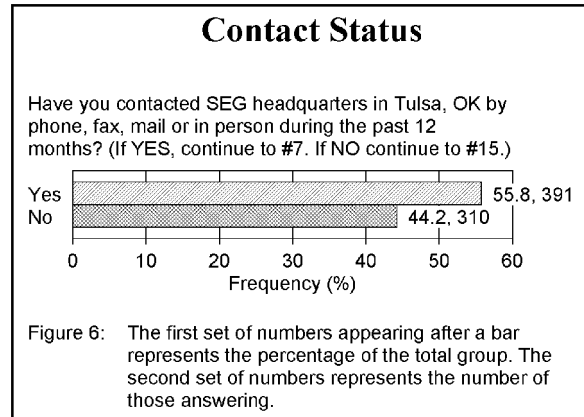
Overall Satisfaction

The primary area of interest for this study was member satisfaction. As figure 5 shows, the majority of respondents are “satisfied” or “very satisfied.”

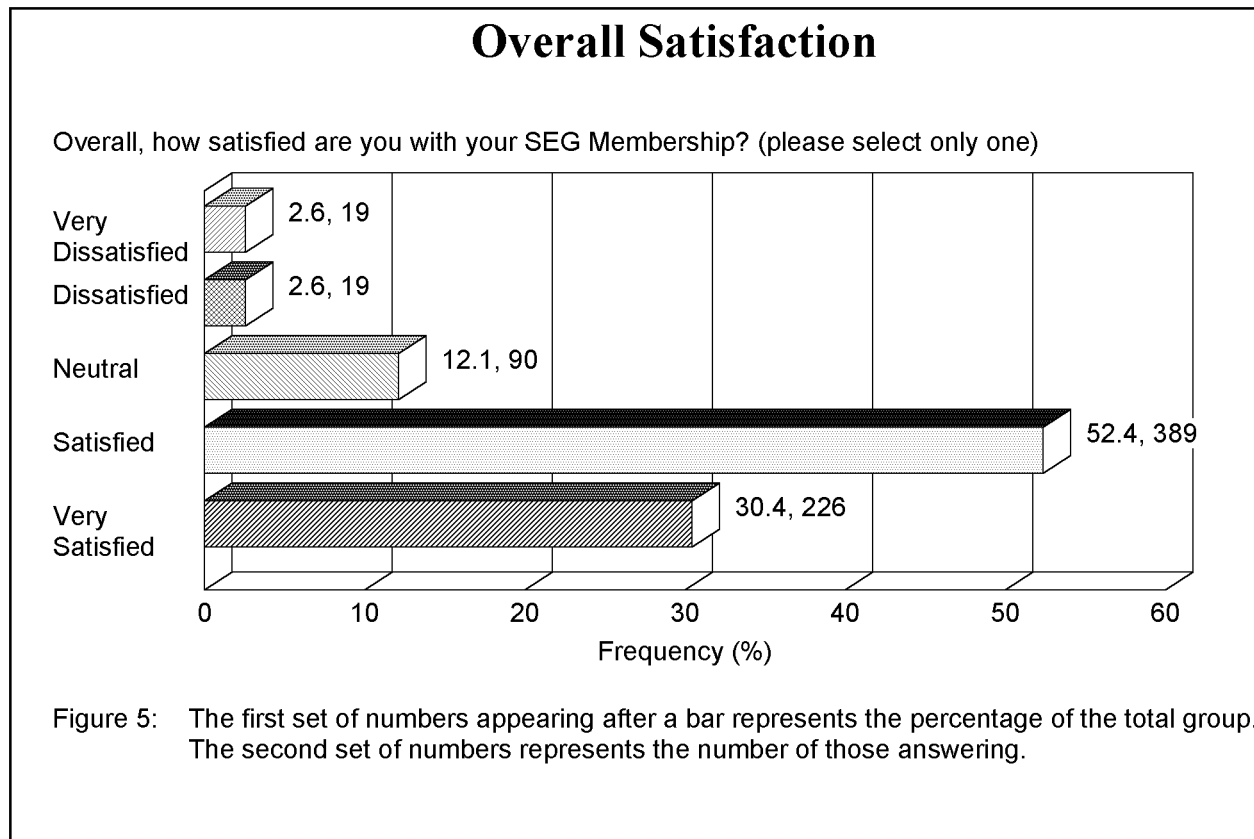
Contact Status

More respondents than not have contacted SEG headquarters in the last 12 months. See figure 6.

They reported a number of purposes for contacting SEG as shown in figure 7 on the following page. There also were many “other” responses to this question. Those



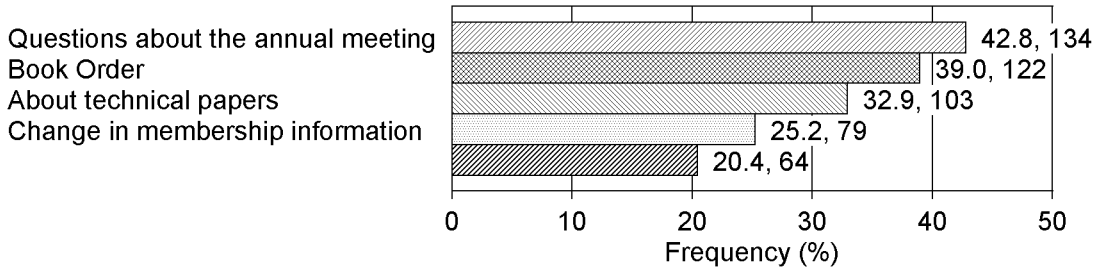
verbatim responses are shown in the exhibits section of this document.



Contact Purposes

Contact Purpose -- "Other" Not Shown

If you answered "yes" to #6, for what purpose did you contact SEG? (check all that apply)



* Note: Multiple answers can total over 100%.

Figure 7: The first set of numbers appearing after a bar represents the percentage of the total group. The second set of numbers represents the number of those answering.

As one can see, the main reasons for contacting SEG center on questions about the annual meeting, book orders, technical papers and membership information. However, there also were many "other" reasons for contact, as previously mentioned.

Frequency of Contact

About 6% of the respondents have frequent contact with the SEG. The remaining 94% contact the SEG monthly, quarterly or annually, as shown in figure 8.

Contact Frequency

If you answered "Yes" to #6, approximately how often do you contact SEG headquarters?

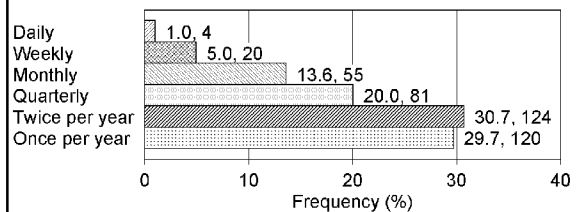
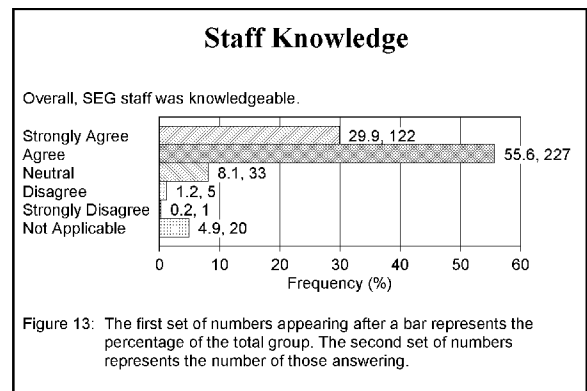
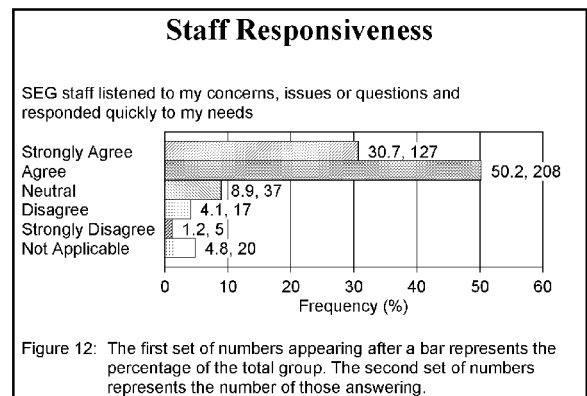
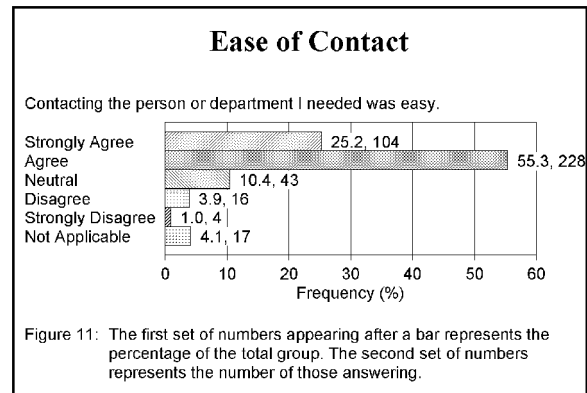
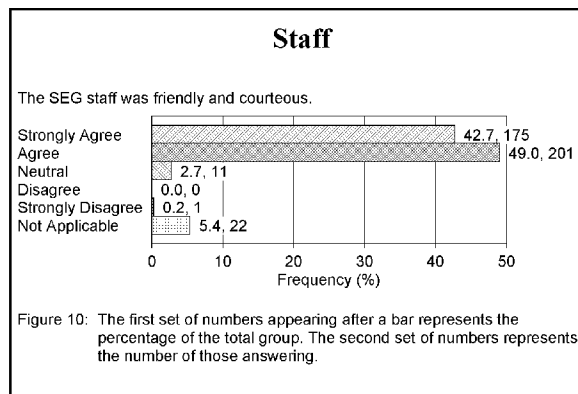
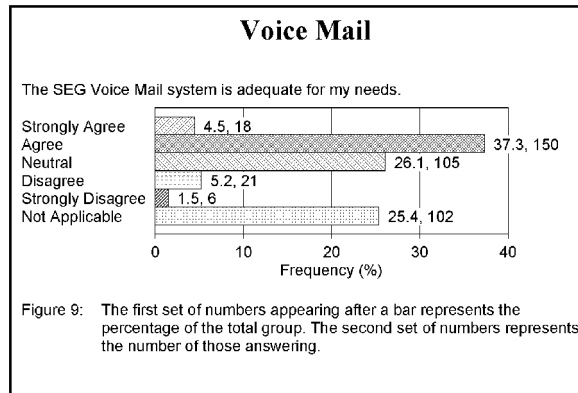


Figure 8: The first set of numbers appearing after a bar represents the percentage of the total group. The second set of numbers represents the number of those answering.

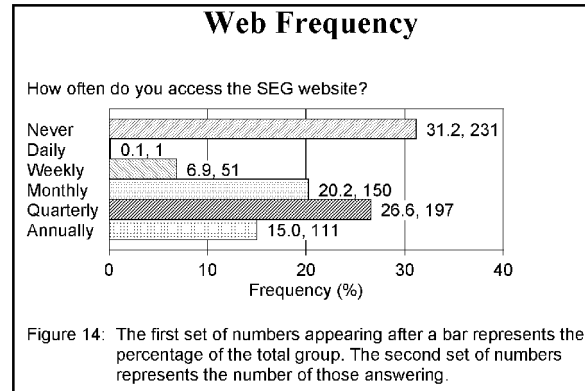
Attitudes Toward Specific Services Or Communication Issues

Respondents who had contacted SEG in the last 12 months provided their opinions and levels of satisfaction with various areas and issues, ranging from voice mail to knowledge. Figures 9 - 14 show the results. Overall, those who had experience with contacting the SEG indicated they were pleased with the experience.



Web Usage

About 31% of those responding indicated they do not use the SEG website. About one-quarter of those surveyed visit the site monthly or weekly, with the remainder accessing the site quarterly or annually.



Conclusions & Recommendations

Overall, the members surveyed seem satisfied with the SEG. However, there is a portion of the membership that is not satisfied. About 5% of those surveyed indicated they were “dissatisfied” as shown in figure 5. While “total member satisfaction” is an admirable goal, it is probably unattainable, due to marketplace changes and changes in the industry itself.

While there are not any areas for immediate alarm, only about one-half of the membership surveyed have contacted the SEG within the past 12 months.

Coupled with the interesting result that members who have contacted the SEG are more likely to be “very” satisfied than members who have not contacted the SEG

in the past 12 months, there may be a need to facilitate member contact in the future. See figure 17.

The present “lack” of contact could be due to many root causes. However, the SEG should develop methods or programs to encourage member / association contact outside the annual meeting.

This “familiarity” program could dispel old problems and allow members to have a positive experience with the association.

Overall, however, there are very few areas that require attention at the SEG regarding member satisfaction.

Following are comparative graphics.

Graphic Comparisons

Comparisons: Overall Satisfaction By Member Tenure

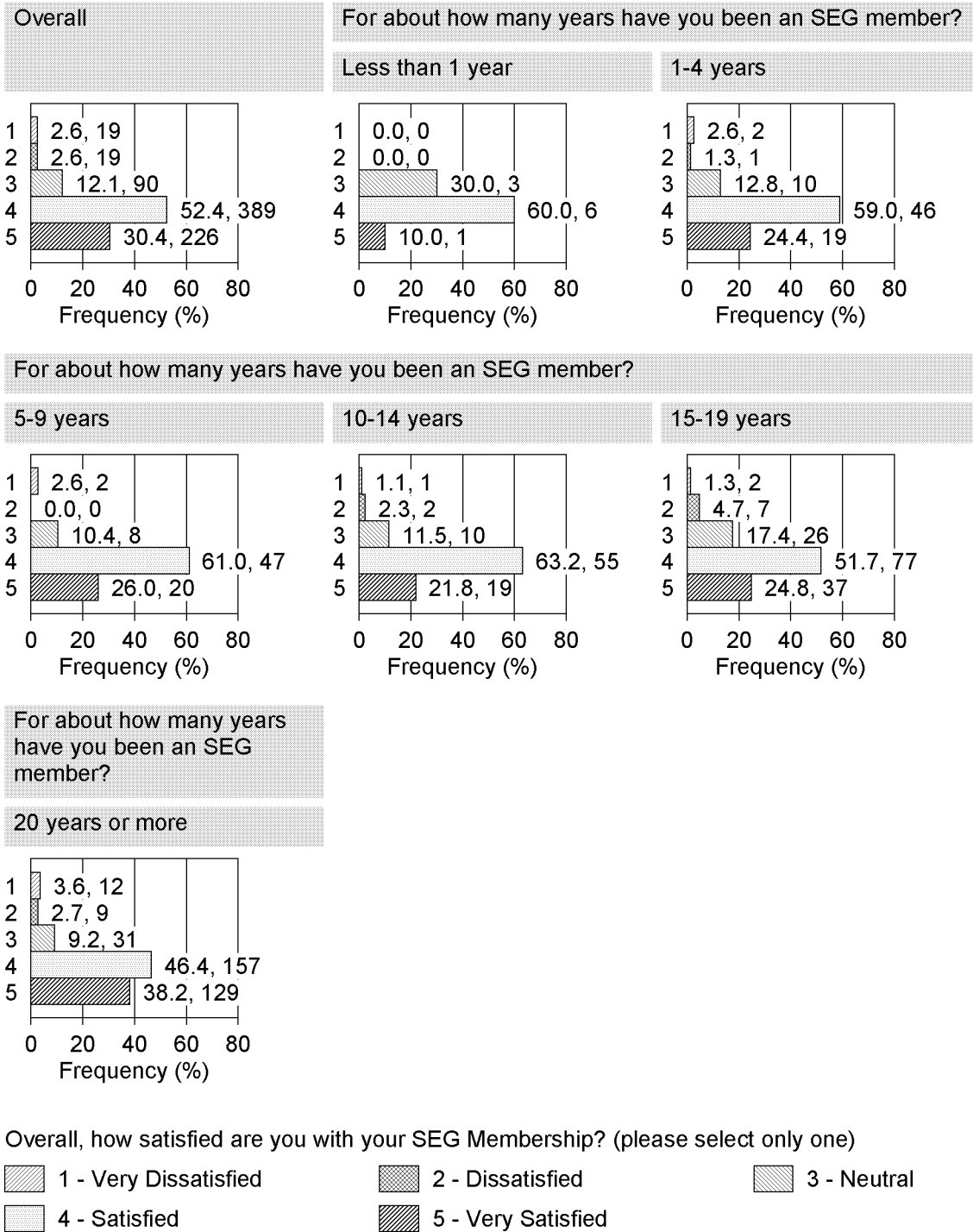
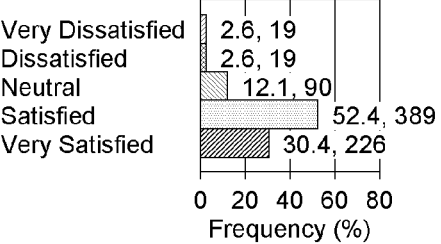


Figure 15:

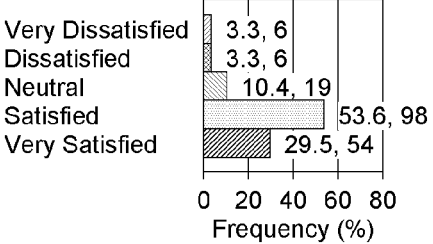
Comparisons: Overall Satisfaction By Employment

Overall	Employment category
	Major Oil & Gas

Overall, how satisfied are you with your SEG Membership? (please select only one)

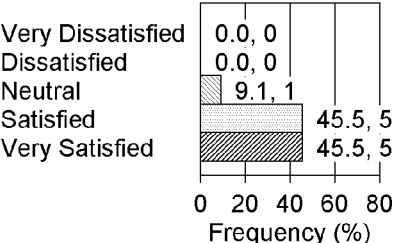


Overall, how satisfied are you with your SEG Membership? (please select only one)

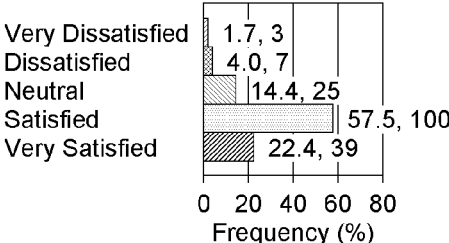


Employment category	Employment category
Minerals	Service Company

Overall, how satisfied are you with your SEG Membership? (please select only one)

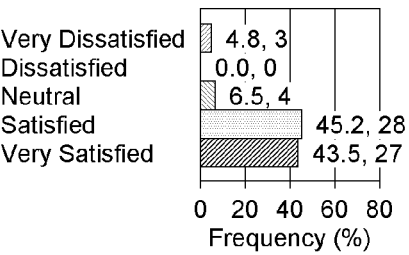


Overall, how satisfied are you with your SEG Membership? (please select only one)

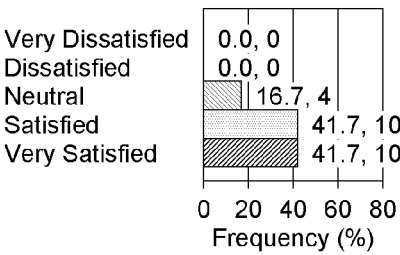


Employment category	Employment category
University or College	Unemployed

Overall, how satisfied are you with your SEG Membership? (please select only one)



Overall, how satisfied are you with your SEG Membership? (please select only one)

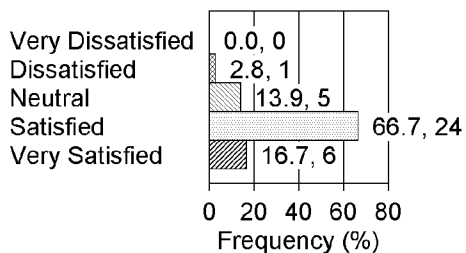


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Employment category

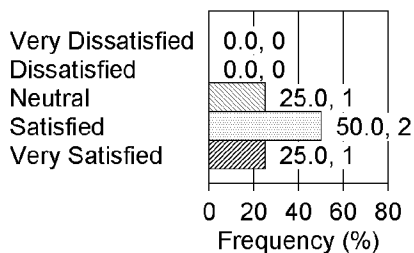
Large Independent

Overall, how satisfied are you with your SEG Membership? (please select only one)



Environmental

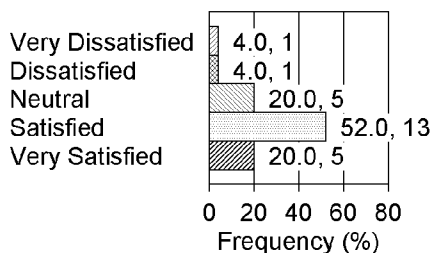
Overall, how satisfied are you with your SEG Membership? (please select only one)



Employment category

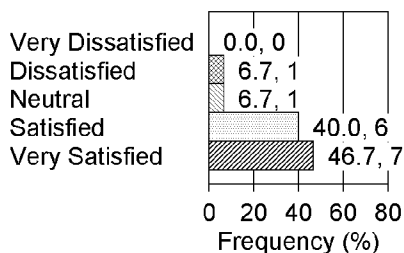
Software / Hardware

Overall, how satisfied are you with your SEG Membership? (please select only one)



Research Organization

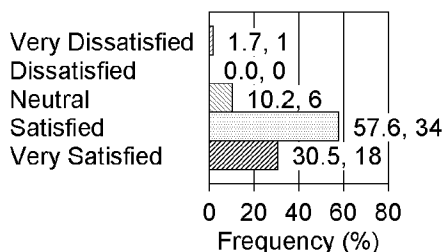
Overall, how satisfied are you with your SEG Membership? (please select only one)



Employment category

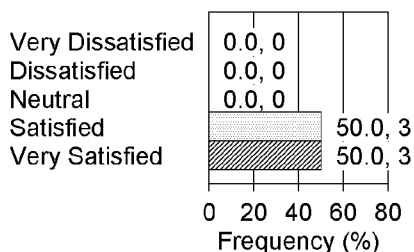
Small Independent

Overall, how satisfied are you with your SEG Membership? (please select only one)



Engineering

Overall, how satisfied are you with your SEG Membership? (please select only one)

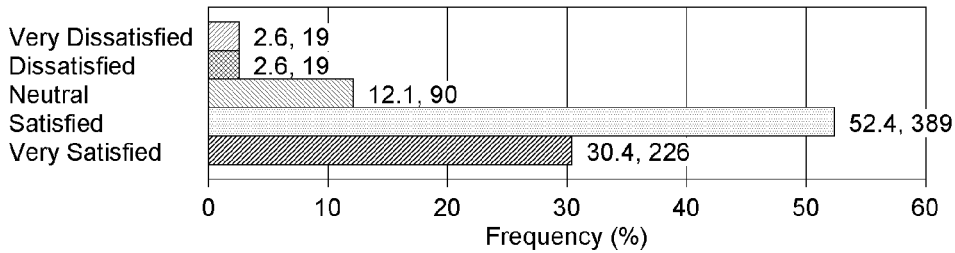


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Comparisons: Overall Satisfaction By Contact Status

Overall

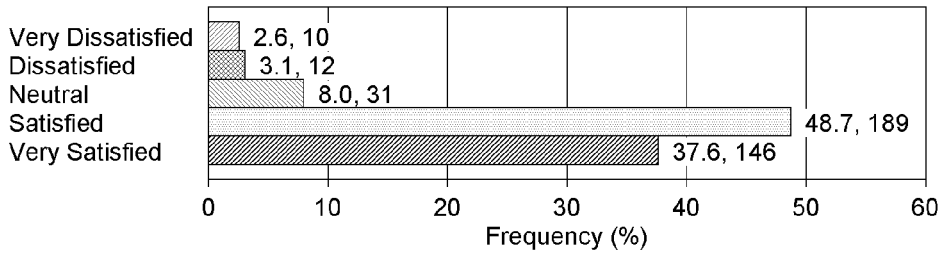
Overall, how satisfied are you with your SEG Membership? (please select only one)



Have you contacted SEG headquarters in Tulsa, OK by phone, fax, mail or in person during the past 12 months? (If YES, continue to #7. If NO continue to #15.)

Yes

Overall, how satisfied are you with your SEG Membership? (please select only one)



Have you contacted SEG headquarters in Tulsa, OK by phone, fax, mail or in person during the past 12 months? (If YES, continue to #7. If NO continue to #15.)

No

Overall, how satisfied are you with your SEG Membership? (please select only one)

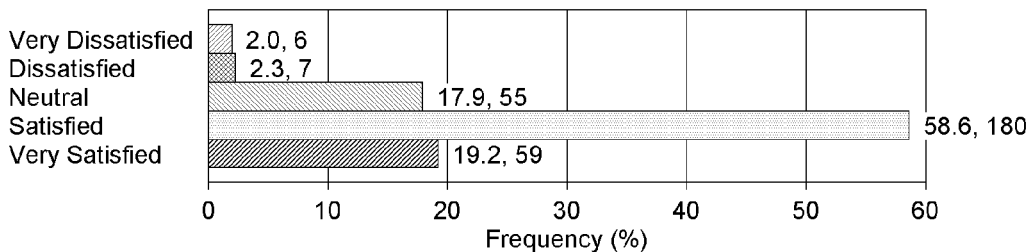


Figure 17:

Verbatim Comments

In response to question #18 “If you were in a position to make changes, what customer service changes would you make?” those surveyed responded with the following comments. Please bear in mind that these comments do not represent quantitative research and no more value should be given to them than is appropriate for any comments with a “source of 1.”

Comments and Suggestions

- Both the contacts by phone and personal visits in Houston with the few staff members have been most cordial.
- Make web site faster
- Fix registration at Annual Meeting. It is a disaster!
- Open access to financials wages staff expenditures leases buildings etc. No Geophysics - Leading Edge is enough - reduce fees - especially for convention exhibitors.
- Employment section on website should be added.
- More knowledgeable personnel answering phones
- Be more receptive to special request of convention exhibitors.
- The only problem I had - one book I received out of three ordered was the wrong one. I would insist on procedures that would make this an impossible occurrence.
- No changes. Enjoy keeping abreast of new developments in Geophysics through Leading Edge.
- Sorry I am retired
- Make font on the web pages bigger. It is really hard to read.
- Minimize telephone menus -may have them now but not in past. Dislike using them very much.
- Some voice mail messages and phone calls were not answered.
- Continue development of web page.
- Website should list all e-mail addresses & functions.
- Employment section on website
- More interdisciplinary articles in TLE an extension of the idea of the geology column to cover engineering geochemistry etc
- Most SEG members are geophysicists obviously but I have found the geology column very useful. Occasional articles from other disciplines within the oil/gas/mining industry would be interesting and educational. The articles in TLE are generally of a very high quality. Good work!
- Do away with the Geophysics magazine.
- Get different people involved in committees. Many people volunteer and never get contacted.
- Arrange more practical seminars access to skills of retired and unemployed members.

- Sorry I haven't been active recently as far as Tulsa contacts are concerned - more active in local society.
- Put membership information on-line for rapid access by local section membership chairmen.
- Move headquarters - Houston Texas
- Satisfied with the level of services being provided. Would recommend improving communication with the local SEG chapters.
- Retired
- Tighter quality controls on annual meeting planning coordination and logistics.
- Get staff to return phone calls!
- Difficult to answer. My communication was entirely with museum & museum committee activities. Only comment I would have is that with these tremendous down turns in the petroleum industry SEG and AAPG should examine possibility of association at Headquarters level to reduce costs. Will probably continue separate annual meetings but by combining staff and publications it may be possible to reduce costs. I believe one monthly general publication of Geology and Geophysics would benefit all petroleum exploration
- Any complaints have nothing to do with customer service - contacts go back more than 12 months - always fine.
- Discontinue the Geophysicist Journal to me.
- Salaried staff are very helpful but they often can't get through to the Tulsa Ivory Tower any better than the common membership.
- No changes needed other than to bring John Hyden back.
- Given my small amount of experience I am not aware of changes that should be made. As I learn more about the industry and SEG I hope to make improvement suggestions in the future.
- Update membership information on web site quicker.
- Full electronic processing of all Journal papers. Let's save some tree and a lot of postage.
- Provide a list of useful SEG phone #'s in TLE each month at least department #'s if not individuals.
- I would have a more proactive relationship with the Mining & Geothermal Committee. The liaison in Tulsa should take on a very active role and not wait for the committee to contact him or her.
- E-mail query service.
- Continue to develop the web site. It may well need to evolve over time in order to adjust to changing conditions and technology.
- Direct line phone number & e-mail addresses. Rather than go through front desk.
- Note #8. E-mail is best for most purposes.
- More on-line services using SEG web site.

- Improve the e-mail submission system for submission of abstracts for the annual meeting. Last year this was a disaster!!
- SEG is doing a fine job. More & better electronic publishing is my recommendation.
- Do not contact often enough to recommend changes.
- Have more publications available on CD-
- Not required to receive/pay for Geophysics and reduce dues.
- Make receipt of periodicals optional. Give electronic access as an option.
- Do not feel qualified to comment due to lack of computer orientation - in other words: technologically obsolete.
- Improve expand e-mail web capability.
- Put all publications on Internet - defer costs with advertising...Put links to advertisers on your site.
- More substantive information re decisions/actions of the Executive Committee need to be disseminated to the membership on a timely basis not just abbreviated summaries.
- More staff in section and website groups. Faster website response -- fix items -- many don't work; info content on website i.e. technical papers; make it easier to upload data/info.
- Combine bulletin & TLE into one magazine. Yearly collection of bulletin & TLE on CD at no cost - part of membership fee. TLE getting too thick big or long - 8 1/2 format great! Please don't change to a newspaper style.
- Expand job opportunities listing on web page - make it easier for employers to list jobs. Too many members out of jobs unless in seismic and gas & oil business. Poor support for non-seismic methods members.
- Make e-submit more robust.
- The SEG staff is the most friendly efficient helpful group of people with which I have ever dealt. It's almost scary.
- Add public relations staff member.
- I am amazed that the SEG staff does so much! My dues are a best buy!
- Design a better questionnaire.
- Please get full text & figures available on SEG web site.
- Put the staff names responsibilities and examples of how they can serve general members in The Leading Edge.
- No changes necessary!
- It is too difficult to access into the business office contacts. Also links on the employment page are terribly out of date. There also is no easy way to access the committee pages. It seems to me that there is more of a concern with how pretty it looks than how to actually make it useful to the member. The Yearbook stinks & is outdated.

- Don't use services enough to comment. As shown above my limited experience has been very positive.
- Access to all papers: TLE; Geoph; SEG mtg over the internet - to obviate the need to keep a full bookshelf.
- Move center to Houston where it belongs - this is not said in jest. Service I received handled all my questions within 24 hours. Based on this experience on 2 episodes in 1998 no change needed.
- Access to articles on web site with CD ROM delivered once a year with all publications included.
- Messages left on voicemail never returned.
- None necessary to satisfy me.
- Reduce communication costs -- use U.S. mail and fax. Stop commercial mail's delivery services. Make the SEG an open society.
- Very good organization.
- A OK
- I would like SEG advertising on the SEG website. Where there is a list of companies and their products or services. For example the Geophysical Directory on-line.
- I am blind. I want a simple way to get the full Geophysics articles in electronic form - especially the mathematical components. Adobe Acrobat does not deliver mathematics accessibly to the blind.
- Make the SEG website a place that contains useful information for people to access. Students to learn about the Geophysics industry useful news about new discoveries changes in management etc. To finance these changes one can accept commercials from major oil companies and vendors to place in the web pages.
- The main issue Geophysics is fast growing beyond the reach of normal industry people. It should start a regular tutorial type of issues containing conceptual/fundamental aspects of geophysics in order to keep a balance between industry and research. The TLE is gradually becoming an independent technical journal which suits industry people much. Subjects like basic seismology - seismic interpretation series - migrating around circles - perceptions in seismic imaging - etc are to be given more priority.
- Things are generally okay. When I tried to get info on the 1998 Chinese-SEG convention it took me quite some time to find out who to talk to at SEG. Each issue of The Leading Edge should have information on how to contact the right SEG staff by phone-and e-mail in the respective section. This means e.g. where The Leading Edge lists future conventions meetings etc there should be a link - similarly when it is about SEG membership - again with respect to advertising - etc and so on. Generally a job well done.

- On several occasions I have received a message that the SEG had called me. Getting in touch with these people has been very difficult. Often it takes several phone calls and several days. This is particularly frustrating because I never know the reason they are calling me. Perhaps they could leave a more detailed message - instead of please call so and so at the SEG.
- Another suggestion is to contact me via another medium - such as e-mail - if they are having difficulty reaching me.
- More emphasis within SEG on applying our science to understanding the earth in general rather than petroleum deposits in particular. Maybe that is not a customer service change! There seems to be a big push - e.g. at the annual meeting to embrace technology for technology's sake. These are useful tools and on-line submission of abstracts and pc-based interactive presentations are probably efficient approaches to these activities.
- I have AAPG & SPE membership also. I would like to see only 1 petroleum professional organization & pay \$100-120 in dues vs \$150! We work this way in our companies: why not in technical societies? If not why not coordinate more activities jointly? Overall - SEG in the 1 1/2 years I have been a member has done a good job - perhaps even better than my primary technical membership - SPE. But I do demand more of SPE. I also belong to AAPG and I don't believe they have done me any good.
- Customer Service is polite and helpful but I had a problem
- More education in Europe
- To have all Geophysics and Leading Edge online
- Improved GEOROM /CD archive - speed and color plate displays
- More updated information on the internet
- More transactions done via email - this questionnaire for example
- Seek ways to reduce costs for the purpose of reducing dues.
- Move the SEG office from Tulsa to Houston
- Less focus on petroleum
- Improve international awareness
- Before SEG's meeting the electronic submission was over saturated. It does not work very well.
- Reduce the number of mailings
- There may be some problems in book-keeping. The wrong books were delivered to me a couple of times.
- Supply postage paid envelopes for members outside the USA as well as those inside the USA.
- Add more fax lines as the current ones always seem to be busy.
- TLE is becoming too technical. There is not much left for retired people in the SEG.
- Delivery of Geophysics very inconsistent

- More rapid delivery of books to the UK.
- Staff should be more membership friendly and automatically mail active membership applications when records show eligibility.
- Have them move from Tulsa to Houston.
- Do not over-automate the SEG voice mail answering service like the airlines.
- Expand book order library and continue to make improvements in courses.
- Ensure surface mail arrives in time for responses to be valid. At least one month's notice should be allowed.
- Create a continuing education calendar early enough for annual planning.
- Update website with info that is not available in Geophys/TLE and do so often.
- Put those books and articles on SEG website which are authorized by the authors.
- SEG technical committee should respond to personal technical questions and should have such chat groups.
- Better connection and reply through internet services. Especially e-mail.
- Offer SEG Training courses also in main oil regions i.e. Egypt/Middle East
- Let the membership know explicitly the information and services available on the website.
- Stop publication of SEG journal Geophysics. Focus on TLE. Reduce cost of membership.
- The voice mail system was not very user-friendly. It would be helpful to be able to talk with an operator sooner in the process if the person needed is not known to the caller.
- More WWW access for everything.
- More information to international members without sophisticated electronic communications systems.
- Produce a reliable database for activity and Annual Expenditures
- Make better use of internet. Make your website interactive to help members.
- Work with other professional societies to establish multi-disciplining opportunities
- Offer membership with Leading Edge as is but without Geophysics which should be offered at year end on CD.
- Better follow up on problems
- Include staff email addresses on website
- More support for the local chapters. Integrate database with the SEG.
- I would like better feedback for my questions and requests. This probably means SEG is understaffed?
- Difficult to find SEG email address.
- The process for paper submission takes too long.
- Make papers and meeting abstracts available over the web.
- Open office in London
- Lower membership prices

- Consolidate magazines. I receive too much literature.
- Restore Geophysics to a monthly publication.
- Distribute Geophysics on a CD.
- Better phone answering system.
- Make sure all SEG services are up to date. Especially calendar and Digital Cumulative Index.
- Renew job openings more often on the webs
- Reduce costs
- Order books via internet
- More business / economics articles in TLE. Increase website functionality.
- Webpage: contact info for committee chairman. More tech standards online.
- Online member information update. Updated web page with current information. Option of operator for voice mail
- Move SEG to Houston
- Get the email paper submission and review cleaned up for this year.
- Update the cumulative index

Statement of Confidentiality

This survey was conducted on behalf of the SEG using proven and accepted methods and means to protect the anonymity and confidentiality of each and every respondent.

The confidentiality of every participant in this SEG study is of the utmost importance. As indicated on the survey form and in the cover letter that accompanied the survey, this was a strictly confidential survey and none of the participants could be or would be identified by their responses unless the respondent specifically requested information or assistance on the survey form.

In order to achieve complete anonymity for all participants, the following steps were taken:

First, AMSI Research did not have access to, in any form, the list of SEG members, either in total or as a sample group. Therefore, the research firm had no way to identify any of the respondents or non-respondents by name.

Second, the SEG and its collective staff has not and will not have access, in any form, to the physical surveys returned to the research firm. Therefore, the SEG will not have any way to identify individual respondents.

Third, none of the participating parties maintained any records, notes or other forms of tracking regarding which members received a particular survey. Thus, none of the parties have any way to isolate the identity of any particular respondent or non-respondent.

Fourth, AMSI certifies that all of the returned survey forms will be destroyed by a certified destruction firm at the completion of the project and that a receipt of destruction will be provided to the SEG for their files.

Questions regarding the processes used to conduct this survey should be addressed to: AMSI Research, 810 S. Cincinnati, Tulsa, OK 74119.