Satisfaction surveys — response rate drop

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Document issued on 09/11/2026

214 sends · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The drop is not learner indifference: it is a deliverability problem.** The distinction entirely changes what needs doing.

The rate, before and after

Period	Sends	Opened	Responses	Response rate
February to May 2026	187	162	127	**68%**
June to August 2026	**214**	**151**	**66**	**31%**

The switch is clean and dated: 02/06, the day the sending tool changed. No other change happened to the process that day.

What the sending logs say

Observation	Before 02/06	Since 02/06

Sender address	**On your domain**	**On the provider's domain**
Messages never opened	25 of 187	**63 of 214**
Spam reports	0	**11**
Responses among opened messages	78%	**44%**

> **Two effects compound:** messages that do not arrive, and messages that arrive from a sender the learner does not recognise. The second explains the fall in the response rate *among opened messages*, which deliverability alone would not.

The question for the sending provider

"Since the changeover of 2 June 2026, our surveys have gone out from a sender address that is not on our domain.

We observe 63 messages never opened out of 214 sends, and 11 spam reports, against 25 unopened out of 187 and no reports in the preceding period.

What configuration allows sending from our own domain, and which records must we publish on our side?"

What is proposed, and in what order

#	Action	Who	Before or after the fix
1	Configure sending from your domain	**Domain administrator**	—
2	Verify a test send	Quality lead	After
3	Chase the June and July learners	Quality lead	**After, never before**

> **The order is the whole advice.** Chasing before the fix uses up the one acceptable chase with those learners, and uses it on a channel that does not work.

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