
10 USEFUL TIPS FOR EMPLOYEE ENGAGEMENT SURVEYS

Companies conduct employee engagement surveys for a number of different reasons. Ensure that your engagement survey is both helpful and successful with our 10 useful tips.

1. Define the objectives of your survey.

Set out the goals that you wish to achieve with surveying your employees for their feedback. From these goals you'll derive the best way to plan and conduct your survey as well as decide which business departments to survey

2. Establish which departments you wish to survey

The goals you have set out for your survey will help you to identify which specific business departments to survey. Don't forget that you can also include all departments in a company wide survey should you wish to do so. Sometimes there are company-wide issues that need to be addressed.

3. Integrate employee representatives into organising the survey

Integrate employee representatives into the survey committee. Clarify the goals of the survey with your Human resources department. Employee representatives may have key issues that they feel need addressing. In this way, your survey will yield far more useful answers.

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"I would go so far as to say that success and transparency are mutually dependent."

Jan
Runau

4. Distribute tasks and create a timetable

Bring together your project team for developing and analysing the survey. Your team should come from different backgrounds and different departments and crucially from different levels in your company. This will help to better represent the needs and wishes of your many employees. Distribute tasks and create a timetable for your employee engagement survey.

5. Save time and costs - digitalize your employee feedback surveys

There are different ways to carry out employee engagement surveys. Online surveys offer the most convenient and secure survey experience. Create questionnaires easily online, ensure the anonymity of respondents and receive legally-valid results at a mouse-click.

► [Learn more about the advantages of online employee engagement surveys](#)

6. Respect neutrality when creating the survey

The wording of questions and possible answers should not influence respondents. To gain meaningful survey results it's important that your employees can answer honestly and without bias.

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7. Protect employee anonymity

Employee data should be protected at all times. Questionnaire responses must not be able to be linked back to individual employees. By doing so, you'll encourage employees to give honest and constructive feedback. One way of protecting anonymity is to offer employees the option of completing surveys at home.

8. Share the goals of the survey with your employees

Let your employees know why you are conducting the survey so they are ready to give constructive feedback. Transparently discussing the survey process will earn the confidence of your colleagues.

9. Make a checklist for implementing the survey

Create a checklist so that no step is forgotten when organising your employee engagement survey. The checklist will also give you a clear idea of who is responsible for what throughout the survey process.

► [Download our pre-made survey checklist as a free PDF](#)

10. Analyse and publish the survey results

After the survey has ended, you should inform all participants of the results and the changes that you are hoping to implement, alternatively of the next steps that you will be taking. We highly recommend sending this information out as an email, as lengthy results are expensive to send via mail.

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Further Information Regarding Employee Engagement Surveys:
» www.polyas.com/companies/employee-engagement-survey

TIP

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