

Surveylab's Quick Guide to Online Workplace Surveys

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What are they for?

To evaluate employee satisfaction with their workplace. For organisations with 100 or more employees a workplace survey should ideally be conducted once a year.

Why online?

The internet is a very effective channel for collecting employee opinion because it offers respondents a fast and anonymous means of providing their feedback. Using the internet also has benefits to the employer because printing and postage costs are significantly reduced, the responses are quickly received and do not need to be data entered, thus increasing accuracy and saving further costs.

What are the benefits?

By regularly soliciting employee feedback the organisation is able to benchmark and review employee satisfaction with the workplace and promptly identify any issues undermining people performance and motivation.

What gets measured?

Typically, employee satisfaction with all aspects of the workplace, the impact workplace factors have on future loyalty (retention) and motivation, and the identification of any particular factors that may be undermining or enhancing employee satisfaction and motivation.

Questions are likely to address employees' satisfaction and views on topics such as:

- Safe and comfortable working conditions
- The right tools to do the job
- Fairness in financial rewards and promotion opportunities
- Recognition of good work
- Good communication both up and down the organisation
- Trust in senior management to drive the organisation forward whilst also looking after the interests of employees
- A team spirit across all parts of the organisation to get things done for the good of the organisation and its customers
- A clearly defined organisational and employee focus on customers
- The opportunity to develop and use new skills
- Pride in working for a successful organisation

What makes a successful workplace survey?

- Keep the number of questions to a minimum – as a rule of thumb, anything over thirty should need special justification.
- Ensure that the wording is clear, concise, understandable and not capable of misinterpretation.
- Delegate final responsibility for the content to one trusted individual. There can be conflicting demands for answers from different parts of the organisation that may lead to an overly long and confusing survey. Someone needs to coordinate such requests and have the final say on content.
- Create a logical structure of key topics.
- Include specific issue questions (i.e. address one-off situations) only if really relevant and keep these to a minimum

How can response rates be improved?

- Communicate the survey's objectives in advance
- Demonstrate that participation will improve the workplace
- Ensure that the questionnaire is attractive and user friendly
- Schedule email invitations to maximise attention
- Allow sufficient time for responses to be collected
- Send a reminder to non-respondents
- Consider incentives (but only in difficult situations)

Need more help with your survey?



Surveylab's workplace survey template can easily be customised to deliver actionable employee feedback in most organisations. The standard questionnaire comprises eight sections of attitudinal questions that can be expanded as required for your specific H.R. requirements.

Employees are emailed a personalised link to the online survey which is tailored to your organisation's look and feel. Reporting enables authorised users to access and view results, drilling-down to department level.

Fielding can also be conducted on paper/by post if part of the workforce do not have internet access.

Go to www.surveylab.co.uk/workplace-surveys.asp for more information or telephone Surveylab on +44 (0) 845 6121 544.



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