

# 6 Best Practices to Prepare for an Employee Engagement Survey



# Table of Contents

1. Get Whole Organization Buy-In

02

2. Define Objectives

04

3. Decide on a Survey Process

05

4. Define Your Process: Who What  
When Where How Much and Why

06

5. Create a Communication Plan

07

6. Plan Ahead: Create a Post-Survey  
Plan

09

# 1. Get Whole Organization Buy-In

Employee engagement isn't just leadership's responsibility. Increasing engagement requires participation from the entire organization. Here are some best practices on how to get your team onboard.

## Create Awareness

Statistics show 84% of engaged employees believe they can positively impact the quality of their organizations' products, 72% believe they can positively affect customer service, and 68% believe they can positively impact costs. Share these and similar significant statistics to get buy-in based on education and understanding to create a powerful support team.

## Involve Others

Once people understand the impact, get them onboard to act. Implementing an engagement survey is an ongoing commitment, be sure to recruit others who will take action and step up. Ask managers for one area they think is ripe for improvement that they want to better understand.

### **Clarify the Opportunity**

Work with managers to clarify the opportunity. Help them develop their ideas, and encourage them to be as specific as possible. It may start as something simple like identifying differences between locations, improving customer NPS, or improving the quality of work. When they can see the potential impact, their excitement and enthusiasm will bolster support for the process.

### **Define Resources**

Develop a list of resources you need to implement an employee engagement process. Set a budget for both the survey and post-survey improvements you will make based on results. Identify who will take charge for sending communications, running the process and defining next steps once the process is complete.

## 2. Define Objectives

Next, define the objectives you and your leadership team want to accomplish from an Employee Engagement Process. Define 2 - 3 objectives you feel your organization would value most from an engagement process.

To help you out, here are some that may align perfectly with your organization:

- Learn organizational strengths and opportunities
- Learn location/department specific strengths and opportunities
- Gain credible, authentic feedback
- Improve employee productivity
- Define yearly goals that are based on opportunity areas
- Increase staff excitement and commitment to organization
- Decrease talent management costs
- Increases long-term growth potential
- Measure/assess current state
- Improve engagement efforts based on data/feedback
- Give employees a voice
- Help direct internal planning
- Confirm best practice alignment
- Uncover opportunity areas that may have been overlooked

## 3. Decide on a Survey Process

There are many ways to get actionable, honest feedback that shows what employees love about working for your organization and where they have concerns. Ensure the method fits with your culture, helps you assess the scope, and generates responses that you can act on. Here are some benefits and concerns from both perspectives.

### **In-House Survey:**

#### Benefits:

- Free tools online
- Complete control of questions + process

#### Concerns:

- Questions may not be valuable
- Ensuring anonymity is a challenge

### **Third-Party Survey:**

#### Benefits:

- Proven question sets
- Benchmarking
- Clear anonymity
- Experts in process

#### Concerns:

- An expense
- Less flexibility in structure

If your dealership isn't ready to take on an engagement survey process just yet there are plenty of other methods to take small steps to increase engagement.

Focus groups and town halls allow for an in-depth understanding of issues and concerns through a 2-way exchange. Be aware that this personal approach can stifle feedback, and may only bring out what employees think management wants to hear.

## 4. Define Your Process: Who, When, How Much, and Why

### **Define Who:**

According to the National Business Research Institute “An employee engagement survey should be deployed to all employees, even members of the executive team and groups with marginal customer or product impact. Using a wide sample provides a clear picture of engagement across the enterprise and may pinpoint pockets of growing discontent.”

### **Define When:**

Set the survey timeline to coincide with a representative workload. Avoid times with the heaviest workload or when most employees are on vacation. Communicate the survey timeline and when you will give the first report back to employees once the survey closes.

### **Define How Much:**

Set a response rate goal. We recommend you strive to get at minimum a 70% response rate, but closer to 80% is ideal.

### **Define Why:**

Ensure all managers understand fully the importance of the engagement process and can answer any questions/address concerns about why it is taking place. Provide a safe place or person that employees can feel comfortable reaching out to about any questions or concerns regarding the process.

## 5. Create a Communication Plan

Establish a communication plan that anticipates and answers employee questions and calms any fears. By having a plan, it gives you the opportunity to explain the process, the motivation behind it, and to reinforce leadership's commitment to making changes based on actionable feedback.

Be sure to define what type and how often you will send out communications. Here are some emails we recommend you include in your communication plan:

### **Introduction Email**

Send an email that introduces the program, explains the process and shares specific dates. Explain the tactic for keeping responses anonymous, and what will happen with the feedback provided.

### **Reminder Email**

A reminder email can be sent around the halfway point to encourage participation.

### Thank You Email

Once the survey closes, send a final email thanking your employees for their feedback and outline the steps your organization will take in response.

### Results Email

It's important for you to share both the opportunity areas uncovered from the feedback, as well as areas of excellence within the organization.

As you start to create these emails, you may want to include information on who employees can contact if they have any questions or concerns.

In addition, you can get out in front of your employees and host meeting focused solely on providing more details about the program and to answer any questions regarding the process.

## 6. Plan Ahead: Create a Post-Survey Plan

Once the survey closes there will be expectations that things will change quickly. If they don't, employees will think their efforts were not taken seriously, making them less likely to give feedback in the future. Be sure to put a plan in place for after the survey is over.

Use SATISFYD's '9 Steps in 90 Days After an Engagement Survey' as a guideline for your post-survey process plan.

1. Analyze results for themes/trends and apply your local knowledge with survey findings.
2. Review results with leadership to ensure shared understanding. Identify and agree on 2-3 organization-wide areas for improvement. Identify and agree on 2-3 organization-wide areas of excellence.
3. Review results with location/department-specific managers. Identify and agree on 2-3 location/department specific areas for improvement. Identify and agree on 2-3 location/department specific areas of excellence.

4. Communicate a shared understanding of the results and organization-wide findings and goals to all employees. Also, share location/department findings and goals where applicable.
5. Include employees in discussions on how to accomplish goals. Ensure an open discussion that encourages contribution.
6. Select the solutions for improvement. For each, define the processes to be followed and a timeline for implementation.
7. Select an owner for each improvement process. Establish clear goals to monitor progress and define when and how success will be measured.
8. Review progress frequently and report up throughout the organization on progress.
9. Share learnings of implemented changes throughout the organization.

# Need a Proven Employee Engagement Survey Solution?

We can help.

- Tools to assess and improve employee engagement
- Compare engagement by location & department
- Compare your results to the benchmark for Heavy Equipment Dealers
- Compare Employee and Customer Net Promoter Scores in one place



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