

Onboarding Metrics

4 Qualitative Methods to Measure Onboarding Success

Numbers are important, but they shouldn't define your organization's entire story- especially when it comes to onboarding. Because it can take months for a new hire to become fully settled and productive in their new role, it's possible that the numerical results that you've been measuring aren't accurate.

✓ **Rely on feedback:** During the onboarding process, HR should conduct focus groups with new hires to find out their feelings and impressions of their new role and company as a whole. This is a great opportunity to solicit feedback since new hires have a fresh set of eyes coming into your organization.

✓ **Administer pulse surveys:** Pulse surveys should be used to obtain quick feedback about an aspect of the onboarding process. They're typically short and frequently sent to get a "pulse" on how the new hire is feeling. While this could be administered via paper, email, etc. here are a few questions you might consider including:

1. On a scale of 1-10 (1=definitely not, 10=absolutely), how likely are you to recommend working at the company to a friend?
2. What was the best and worst part of your week?

✓ **Stay interviews:** While somewhat related to feedback, stay interviews are questions that ask employees why they stay with your organization. This includes how the onboarding process is going or has helped the employee. Managers typically ask these questions as part of one-to-one meetings.

✓ **Exit interviews:** Stay interviews address the reason why employees stay, but exit interviews are designed to find out why an employee started looking for a new opportunity. You, as an organization, have the opportunity to ask about onboarding to determine if your process is effective in preparing the employee for the role they were hired.

While these aren't the only qualitative methods to measure onboarding success, you should take the results seriously and consider each and every opportunity for improvement- both short and long-term. Strategic onboarding processes are an investment that pays off over the employee lifecycle.



*Are you looking for ways to keep your new hires on track and fully engaged?
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