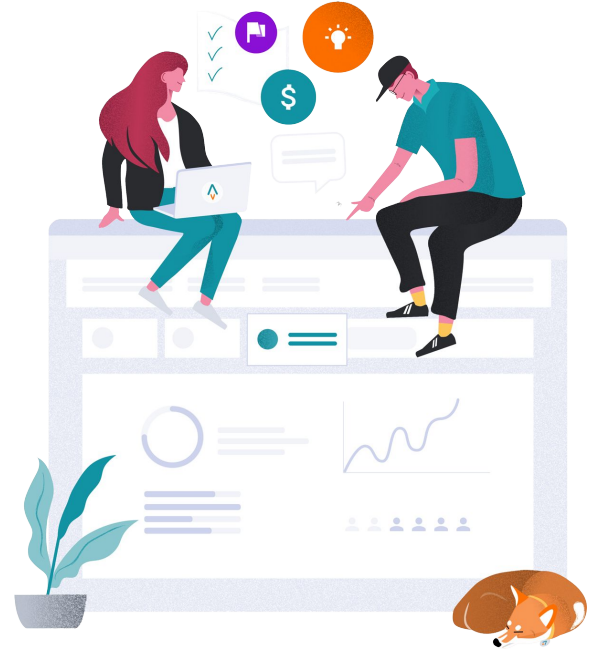




Quickstart Guide | Post-Survey Action Plans



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Introduction

You have just spent weeks planning and conducting your survey... **Now what?**

What do the results mean? Who do you communicate the results to and how do you share them?

Using information derived from survey results can help your organisation improve employee experience and detect problems before they occur. Effective survey analysis and action plans can lead to significant return on investment.



Immediately after the end of survey

Your survey just closed.

Before you get busy in analysing your data, it is important to provide survey participants with some **recognition and expectations on the next steps**.

This will allow the employees to stay engaged in the feedback process and feel recognised for their participation.

This immediate action, independent of anything else, creates a favorable survey experience and contributes to a positive feedback loop.

Make sure your communication includes:

- ✓ A 'thank you' message
- ✓ What to expect
- ✓ Timeline
- ✓ Excitement



Analyse Results | Key Metrics

1. Participation Rate

Survey participation rate is the percentage of participants who have completed the survey.

Participation rate helps you gauge the reliability and validity of survey results. The higher the participation rate, the better.

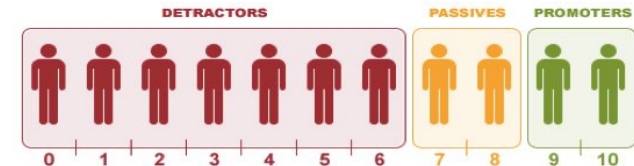
As a rule of thumb, an 80% participation rate, can be considered representative of the population.

2. Employee Net Promoter Score (eNPS)

Measures employee willingness to recommend the workplace to others. It allows companies to efficiently measure employee loyalty.

Employees' answers are divided into three segments. Promoters, Passives and Detractors.

The eNPS is calculated by subtracting the percentage of detractors from the percentage of promoters. Scores range from -100 to 100 and the higher the score, the better.



Net Promoter Score

=

% Promoters

-

% Detractors

Analyse Results | Key Metrics

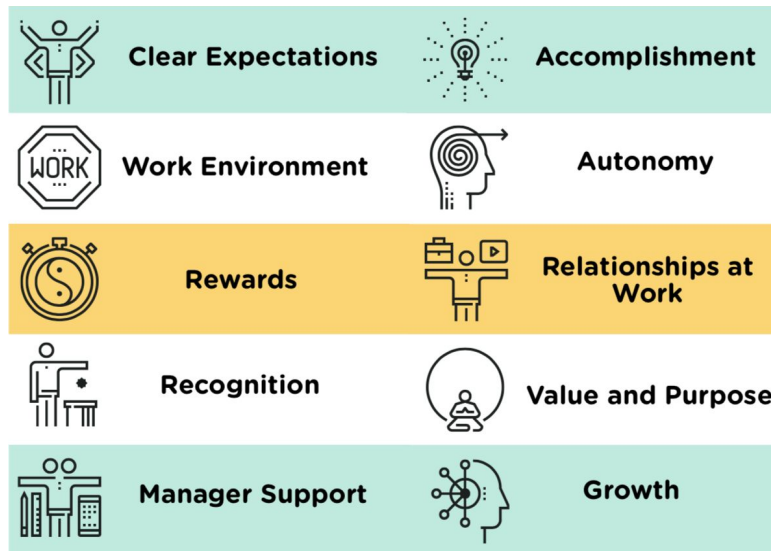
3. Engagement Driver Scores

Key driver questions measure how people feel about specific aspects of the employee experience that have a significant impact on engagement.

A driver analysis allow you to immediately identify what's going right and wrong in the workplace. The analysis uses employee's survey data to highlight improvement opportunities. Action should be taken to address identified concerns by level of priority.

For example, if "Recognition" is presented as a priority, providing employees with more feedback on their work is an activity that is expected to increase engagement.

A driver that is shown as a strength, plays a major part in the engagement of employees.



If using a 5-point Likert scale, a score 4.0 or above may be considered favourable

Analyse Results | Advanced Analytics



Descriptive Analytics

The first stage of data analysis is to describe & summarise raw data. This can include:

- Identifying highest & lowest scoring engagement drivers and questions
- Categorising & segmenting survey data by participant attributes using heat maps
- Identifying groups of promoters & detractors



Diagnostic Analytics

The second stage of data analysis is to answer the question of why you have attained the results you did. This can include:

- Identifying anomalies
- Text analytics
- Determining the correlation that may exist among different data points and attributes




Prescriptive Analytics

The third stage of data analysis is to predict what might happen in the future or how might engagement levels change and why. This can include:

- Identifying the engagement drivers that predicts performance
- Analysing how survey metadata can provide predictive indicators of behaviour

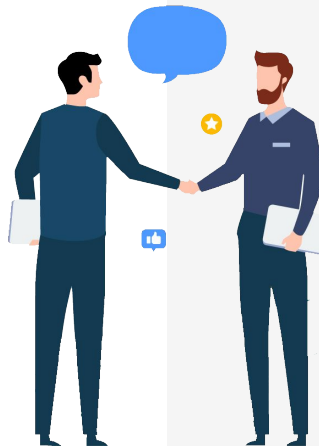
Share Results with Executives & Managers

 It is important to share survey results across different levels to demonstrate the company's commitment to open communication and to help employees feel their voices matter.

HR → Executives

When presenting survey results to executives, be sure to include the following:

- ✓ Background on survey method/process
- ✓ Overview of engagement scores/survey results
- ✓ Highlight key strengths and opportunities
- ✓ Link to business context and research hypotheses



HR → Managers

Managers should ideally be given full access to their teams' aggregated results, in a comprehensive, personalised and digestible manner.

Be sure to help managers understand their results and how to interpret them to guide their action plans.

Managers should also understand the context/overall organisational results in order to benchmark their teams with other parts of the organisation.

Share Results with Employees

When sharing results with the team, managers should establish a positive and trusting environment for team members to feel comfortable to ask questions and share feedback.

Raise awareness on the importance of survey results and highlight key themes of strengths and opportunities.

Managers can also leverage one-on-one conversations with team members to explore results more in depth and solicit personalised feedback.

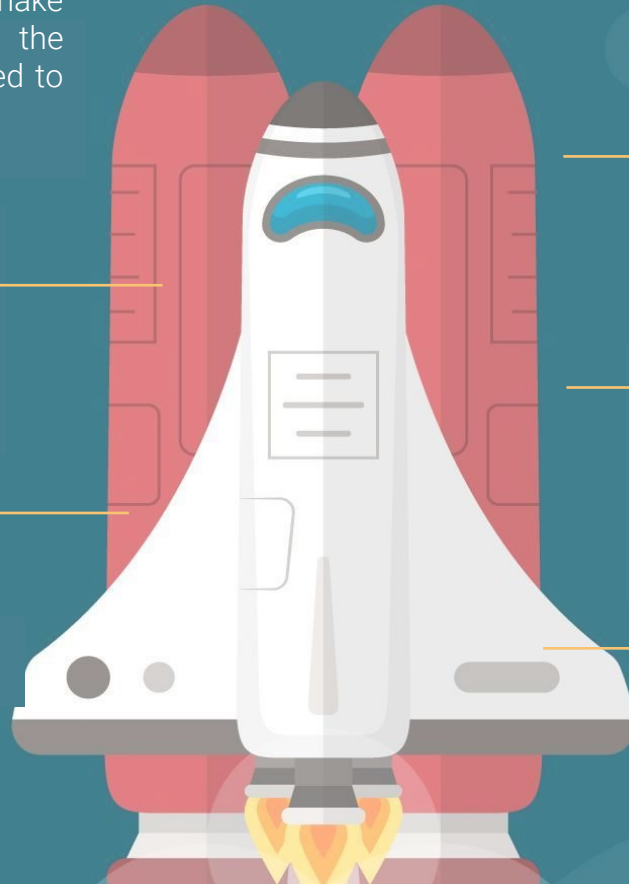
- 1 Discuss what was learned from last surveys efforts, and what actions were taken
- 2 Share an overview of the results. Highlight opportunities
- 3 Discuss results, strengths & weaknesses. Recognise employee voices without judgement
- 4 Encourage constructive discussion. Agree or follow up on the action plan
- 5 Thank employees for sharing, and reiterate commitment to following up

Develop Action Plans

Based on your opportunity areas, make specific action plans to target the engagement drivers that are deemed to be a priority.

Create specific, measurable, achievable, relevant goals with a time-horizon for quick wins

Monitor progress and celebrate achievements



1 Identify priority areas of improvement

3 Determine actions that need to be taken, and the data to be used to measure progress

5 Adjust and update action plan as future data dictates

Case Study: A successful action plan

SHOPBACK

ShopBack is a fast growing company specialising in rewards programs for shoppers. With more than 200 employees spread across 8 countries, ShopBack uses EngageRocket to identify, measure, and improve the key drivers of employee engagement.

Lifecycle Surveys

Since 2017, ShopBack has conducted quarterly engagement surveys to monitor eNPS and engagement drivers.

Results Analysis

Data analysis shows lower engagement for employees with 1-2 years of tenure and non-respondents were **2.7x more likely to leave within 6 months.**

Action Plan

ShopBack identified recognition & growth as areas of improvement. Action plans included: Individual Development Plans, shout-outs to talents with outstanding contributions and “take a break” benefits.

Impact

Since beginning the program, ShopBack has raised the overall engagement scores, the company eNPS, and seen **a decrease in the number of detractors by 30%.**



Monitor Impact

People analytics associated with employee lifecycle surveys have many benefits. It can help reduce ramp time during onboarding, increase maximum output potential organisationally, and improve retention rates.

Based on the feedback and results from your action plan, you should begin to plan your next cycle of surveys to monitor improvement and identify any changes.

For more information on employee lifecycle surveys, visit [EngageRocket](https://engagerocket.com).