

Employee Surveying Tips



Sending out surveys is easy, but there's more you can do to maximize response rates!

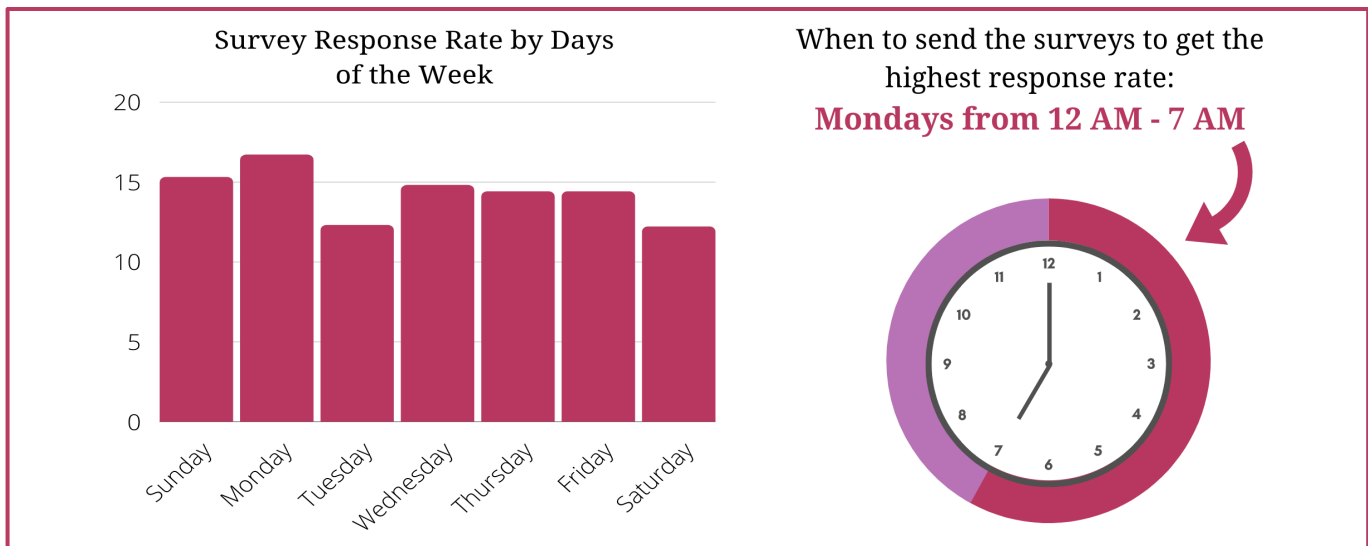
Suggestions from Commercial Platforms:

- When surveying employees, it is best to do it during **weekdays** versus weekends
- Surveying employees on Monday mornings may increase your response rate by **13%**
- Sending out surveys **before** the workday starts will prevent your survey from getting lost in participants' inboxes
- Sending out email reminders can help **completion rates**

Suggestions from the Literature:

The following are *response enhancing techniques* to increase response rate:

- **Advance Notice:** let participants know a survey is coming a few days in advance
- **Personalization:** address participants by name
- **Topic Salience:** highlight the importance of the survey and its information
- **Sponsorship:** highlight the organization sponsoring the survey
- **Confidentiality:** ensure that participant responses are anonymous and confidential
- **Length:** make sure the survey is no longer than 15 minutes to ensure completion



- ✓ Contrary to common beliefs, incentives won't lead to significantly higher response rates
- ✓ Anticipate lower response rates from top executives and managers compared to non-managerial employees
- ✓ When surveying top executives, emphasize the importance and objective of the survey and don't offer incentives



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