



# Employee Satisfaction Summary

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**Prepared for:**  
**ABC Corporation**  
**August 2007**

IMPORTANT NOTE: The scores and benchmark data used in this report are samples only and do not consist of real data. We provide them only as an example of report formats.

# Background and Methodology

This report presents the results an organization-wide climate survey conducted on behalf of ABC Corporation. ABC Corporation commissioned Insightlink to conduct an employee survey in order to gauge employees' satisfaction on a number of issues, with a particular emphasis on determining the overall climate of the organization and assessing which factors are contributing to employee satisfaction and which are detracting from their satisfaction.

To collect the information contained in this report, ABC staff members participated by completing an online questionnaire. Slightly more than 300 employees answered the survey and the findings from these employees are summarized in this report.

# Note on the Results

Most of the measures in the ABC study are based on 5-point agreement or rating scales. Wherever appropriate, summary means have been provided in addition to percentage distributions. The means are also calculated on a 5-point scale, with "1" being low and "5" being high.

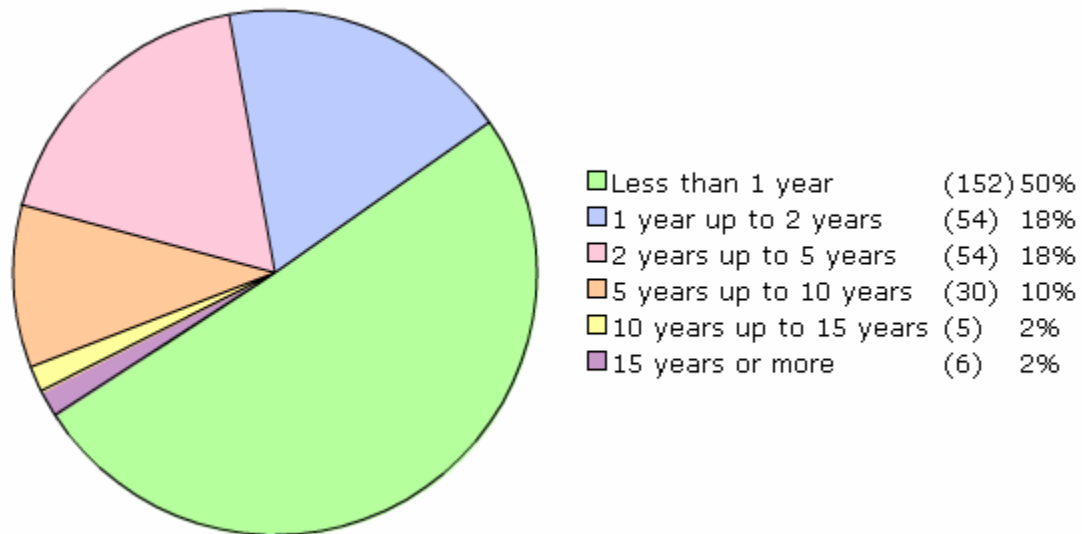
Key benchmark norms have been included in this report to give context for ABC performance against a norm for employees in the U.S. as a whole.

These benchmark norms are derived from an independent Insightlink study conducted annually among employees in the U.S. All Insightlink normative results are based on representative samples of employees that are rigorously designed to match the most recent U.S. Census demographics and the U.S. Bureau of Labor Statistics industry distribution.

# Employee Characteristics

# Employment Characteristics

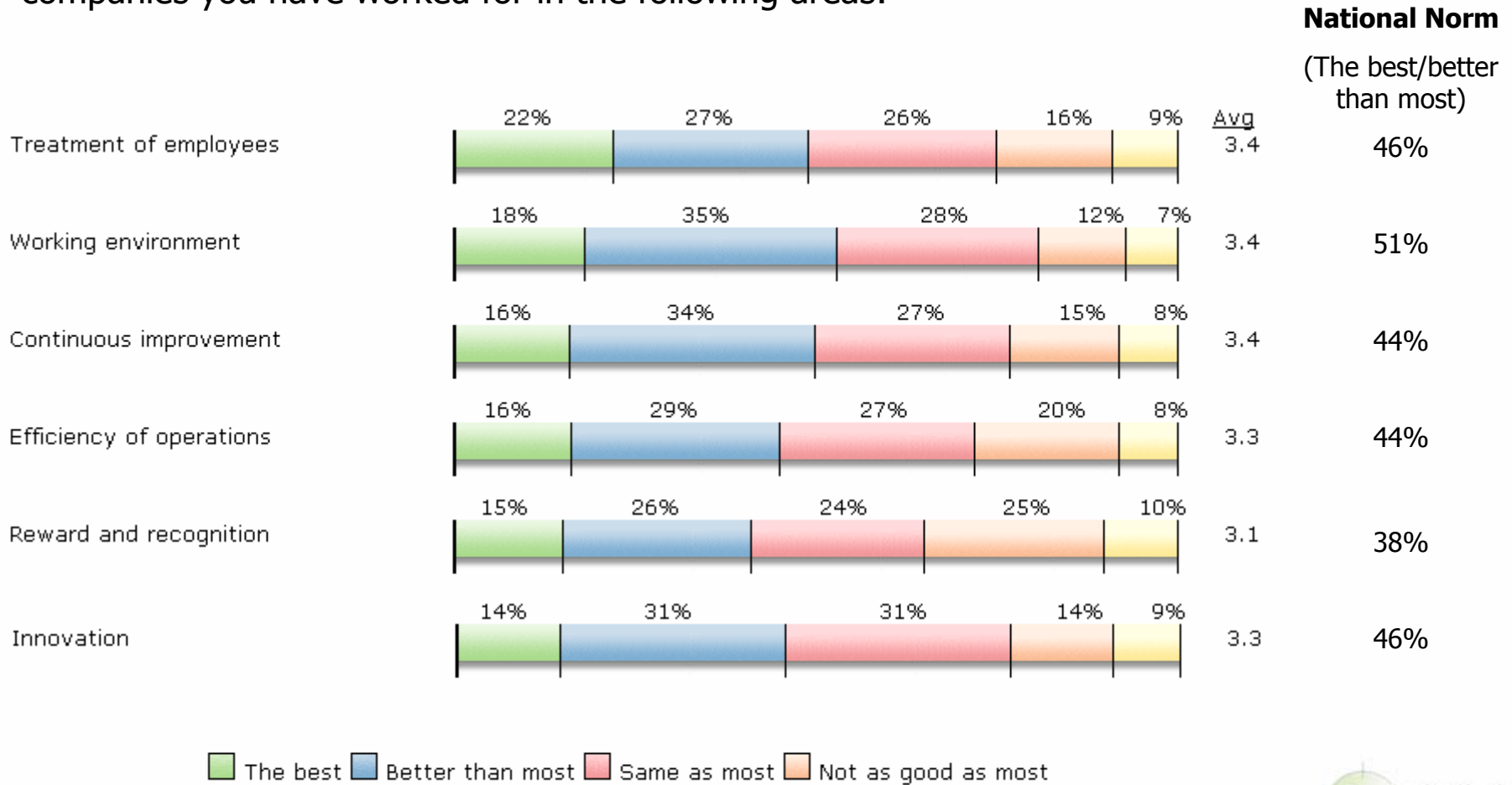
How long have you worked at this organization?



# Employment Characteristics



In your opinion, how does this organization compare with other companies you have worked for in the following areas:

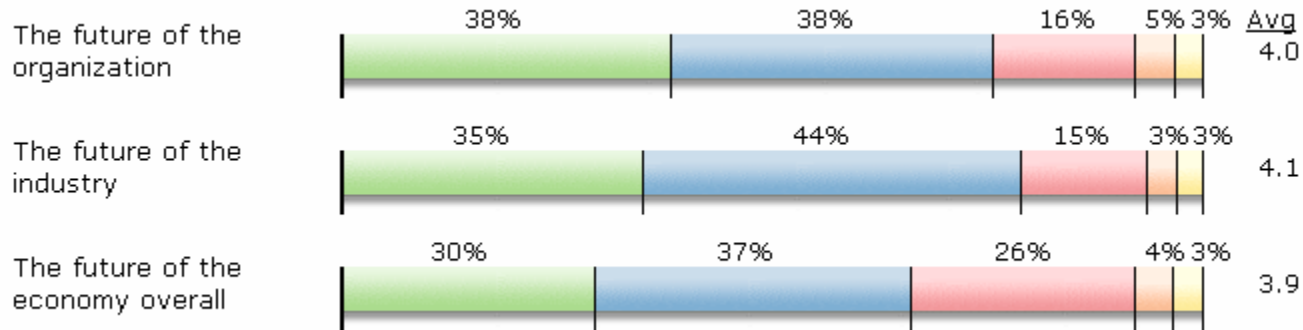


# Employment Characteristics



How do you feel about each of the following?

**National Norm**  
(Extremely/very optimistic)

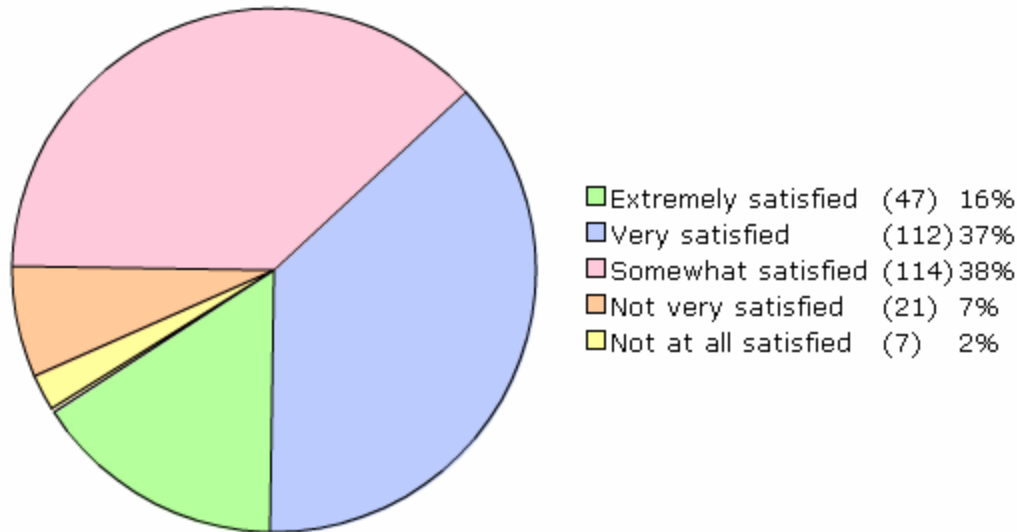


■ Extremely optimistic 
 ■ Very optimistic 
 ■ Somewhat optimistic 
 ■ Not very optimistic 
 ■ Not at all optimistic

# Overall Satisfaction

# Satisfaction Summary

Overall, how would you rate your satisfaction with your job at this time?



## National Norm

(Extremely/very satisfied)

54%

**Recommended  
Minimum Target  
for Employee  
Satisfaction**

**65%**

# Satisfaction Summary

From this point on, how long do you see yourself working at this organization?



Less than 1 year	(56)	19%
1 year up to 2 years	(70)	24%
2 years up to 5 years	(74)	25%
5 years up to 10 years	(41)	14%
10 years up to 15 years	(14)	5%
15 years or more	(38)	13%

## National Norm

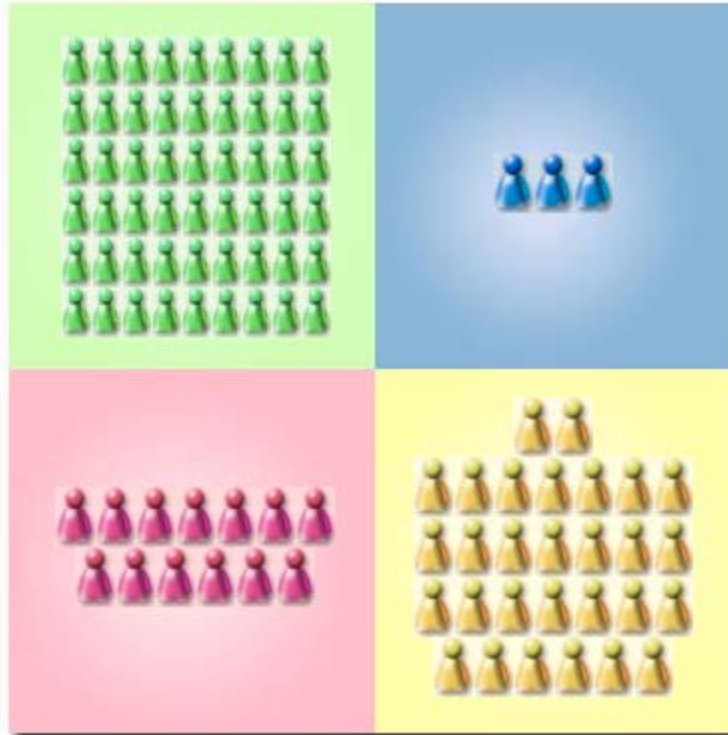
Up to 2 yrs.	29%
2-5 years	25%
5 or more yrs	44%



# Company Culture

# Loyalty Matrix

Committed  
Loyalists  
54%



Satisfied  
Opportunists  
3%

Change  
Seekers  
13%

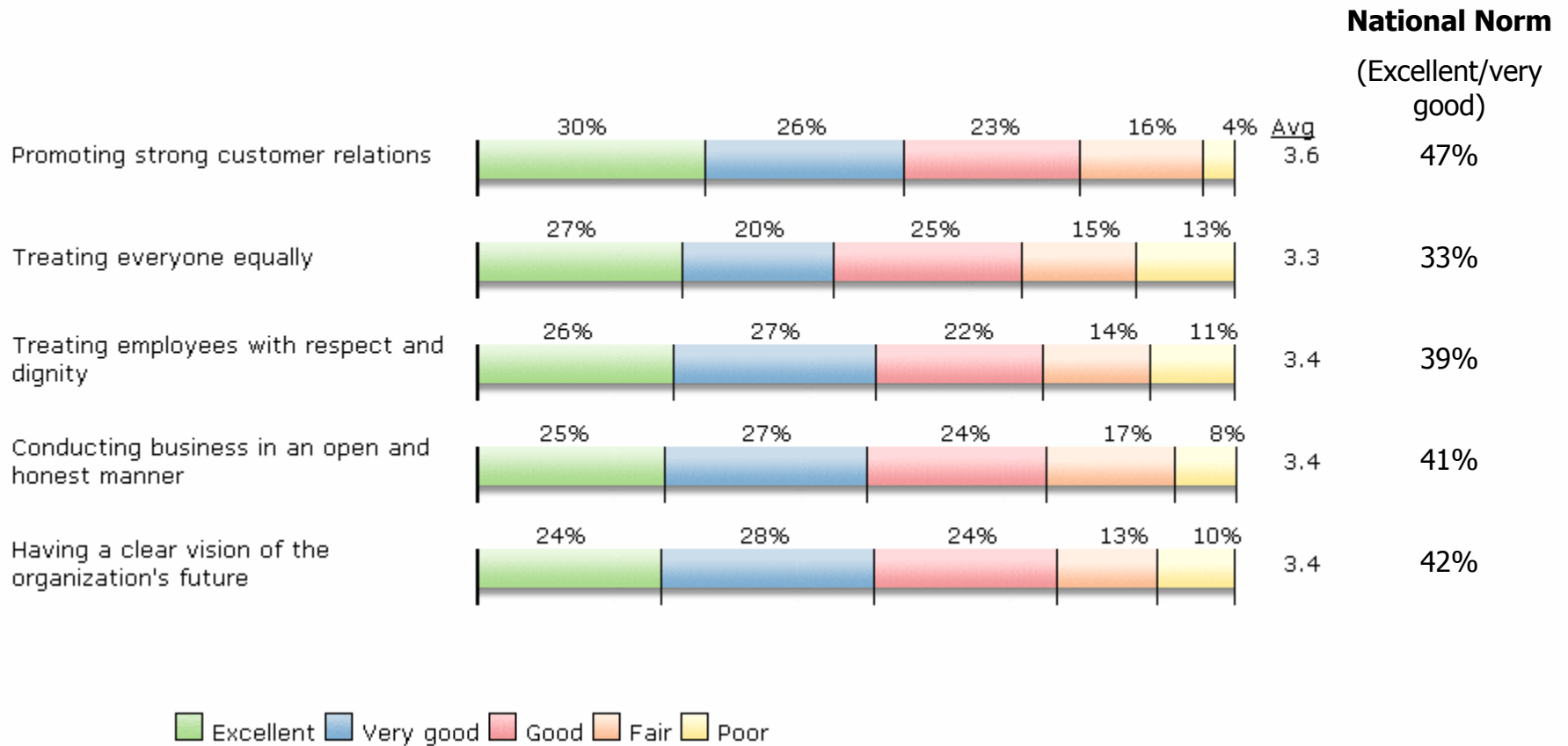
Dissatisfied  
Compromisers  
29%

This chart combines the level of satisfaction with intention to stay to create four distinct employee segments. Typically, **Committed Loyalists** should account for at least 55% of a company's employees. The remaining employees should be distributed somewhat evenly across the other three segments.

# Company Culture



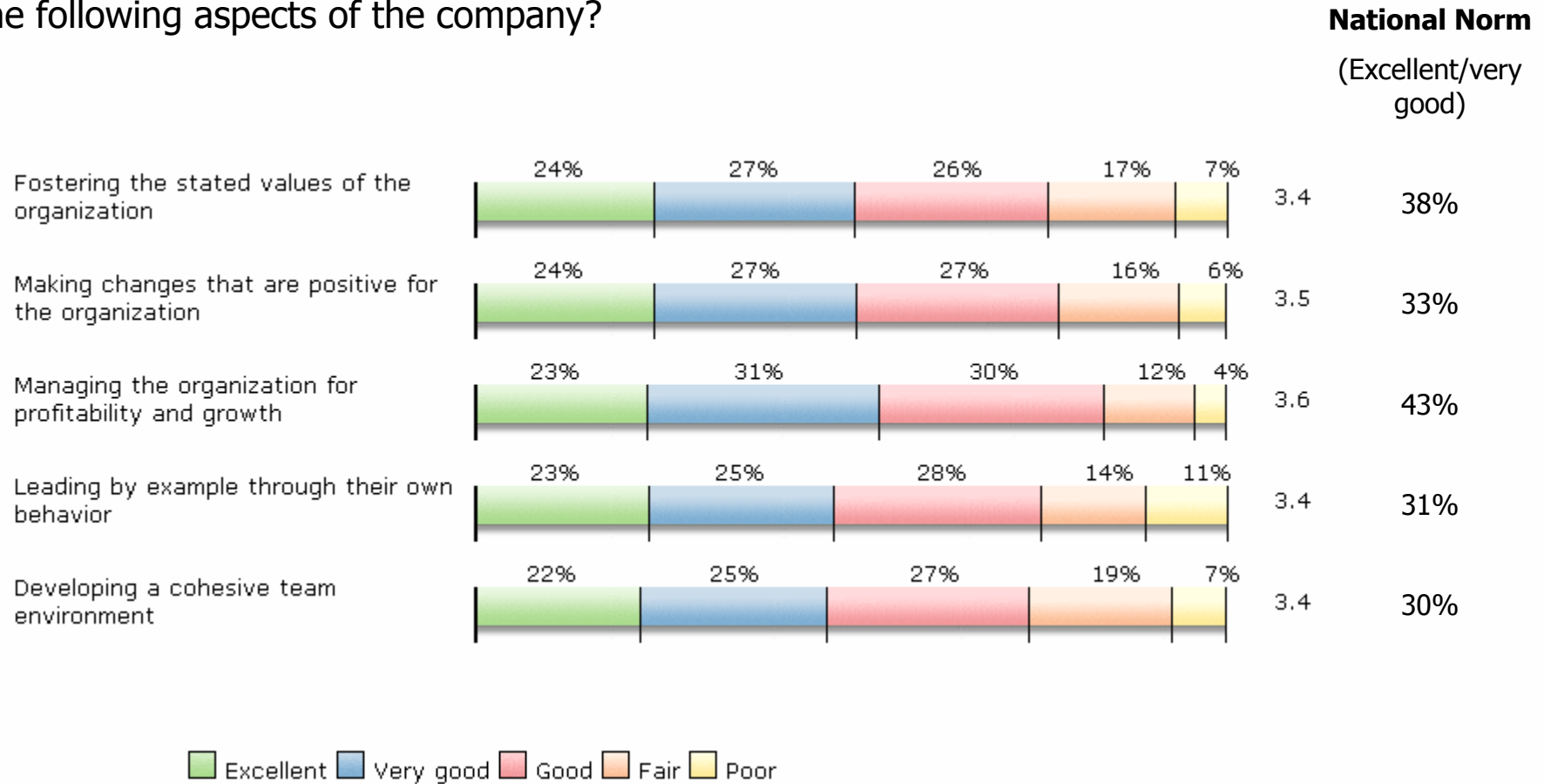
In your judgment, how good a job is senior management doing in each of the following aspects of the company?



# Company Culture



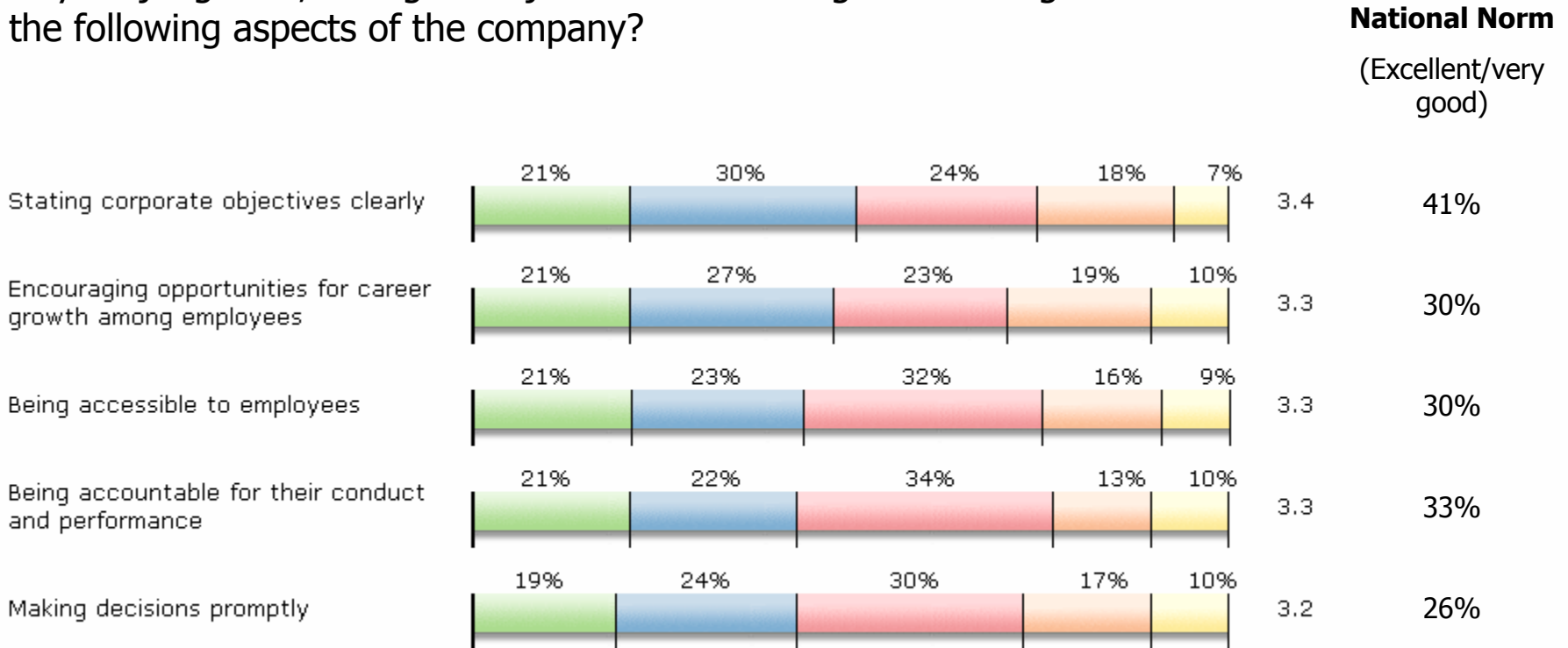
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# Company Culture



In your judgment, how good a job is senior management doing in each of the following aspects of the company?

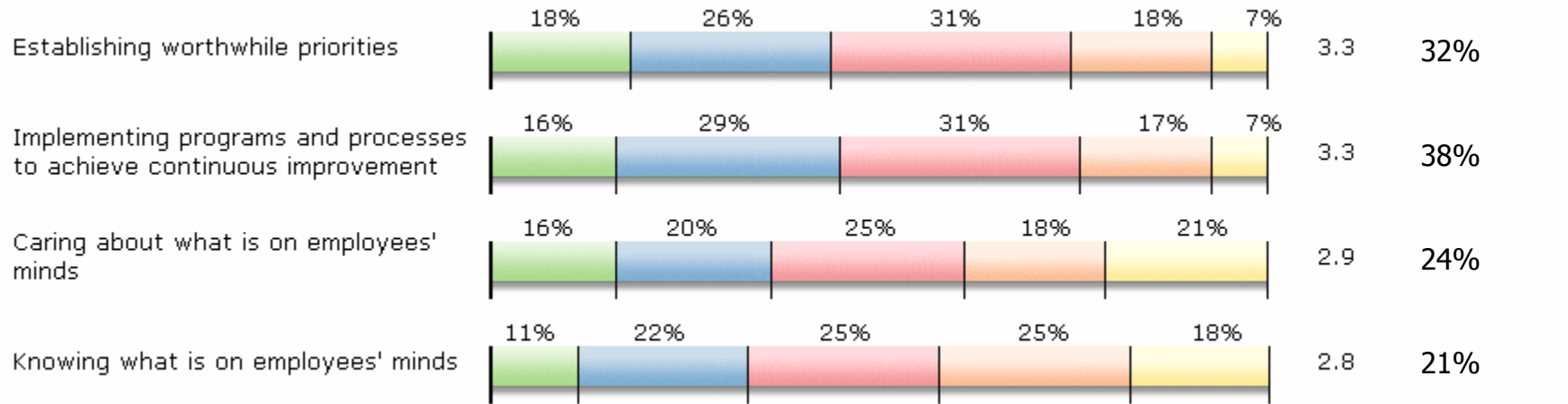


■ Excellent 
 ■ Very good 
 ■ Good 
 ■ Fair 
 ■ Poor

# Company Culture



In your judgment, how good a job is senior management doing in each of the following aspects of the company?

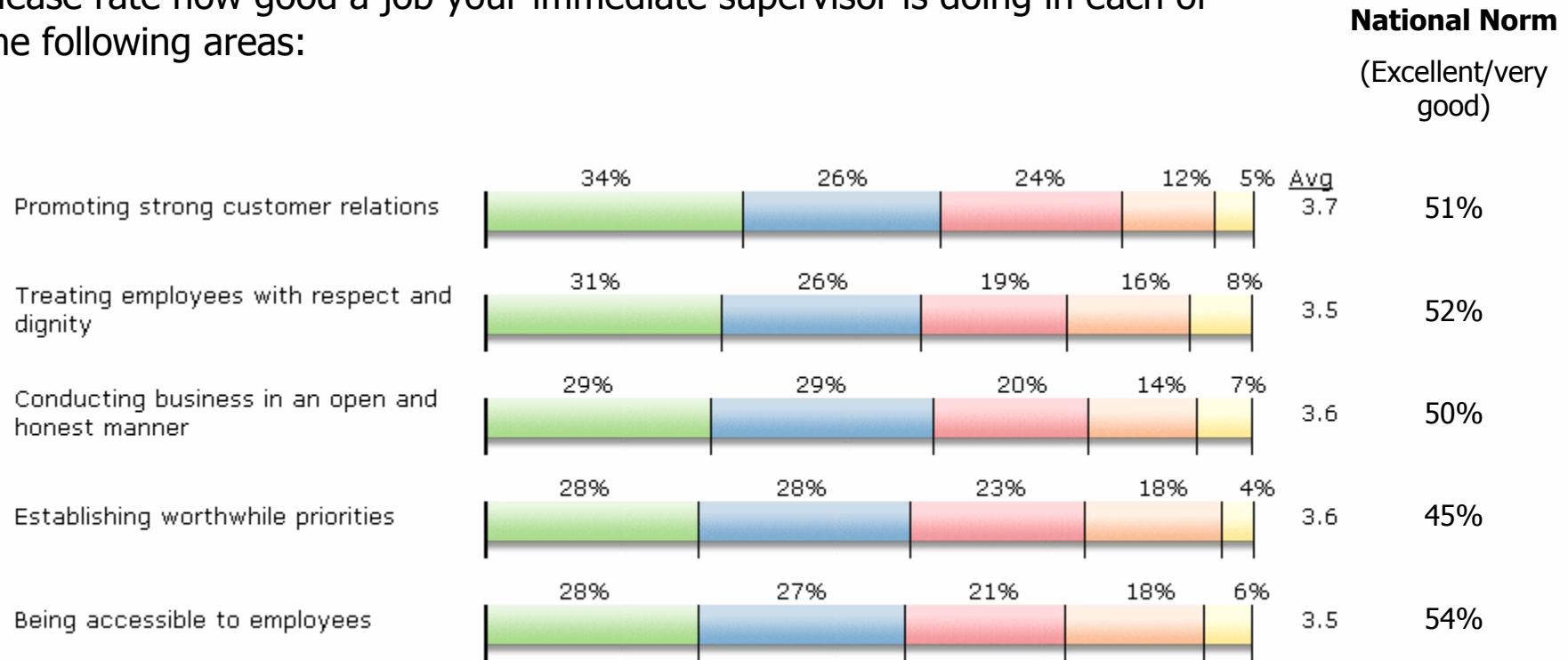


■ Excellent 
 ■ Very good 
 ■ Good 
 ■ Fair 
 ■ Poor

# Company Culture



Please rate how good a job your immediate supervisor is doing in each of the following areas:

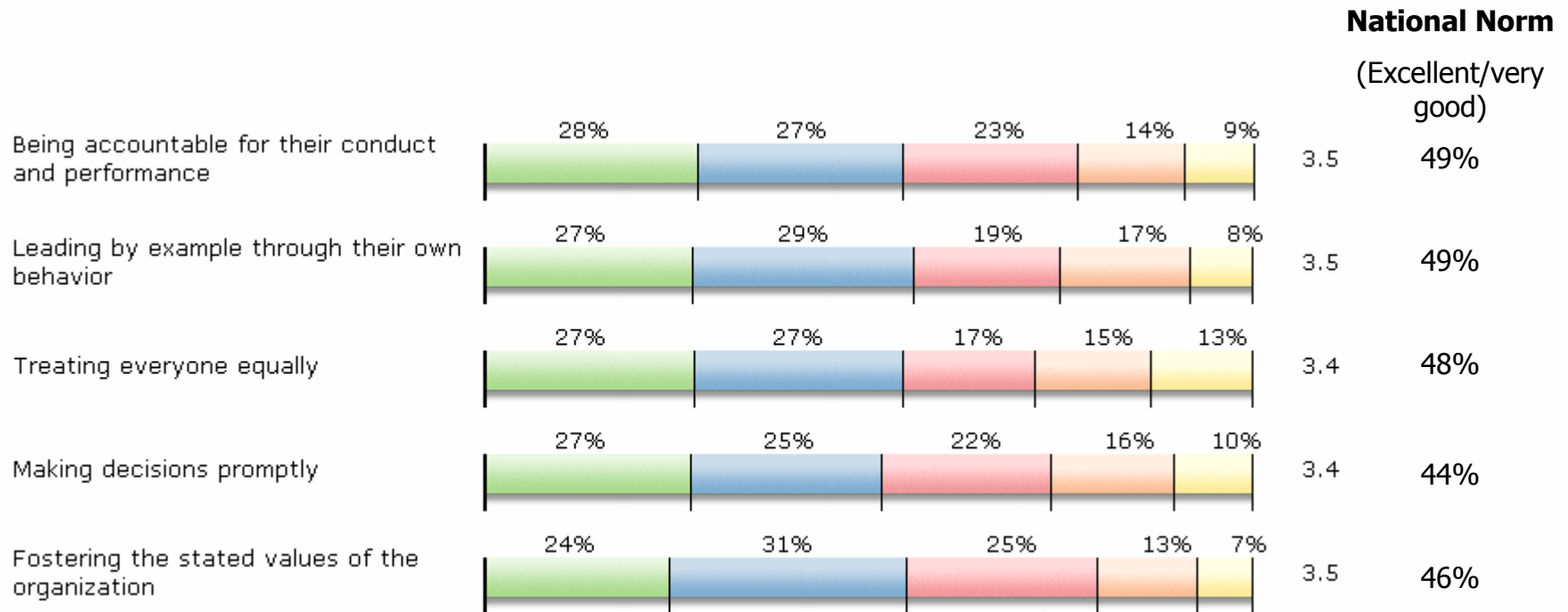


■ Excellent 
 ■ Very good 
 ■ Good 
 ■ Fair 
 ■ Poor

# Company Culture



Please rate how good a job your immediate supervisor is doing in each of the following areas:

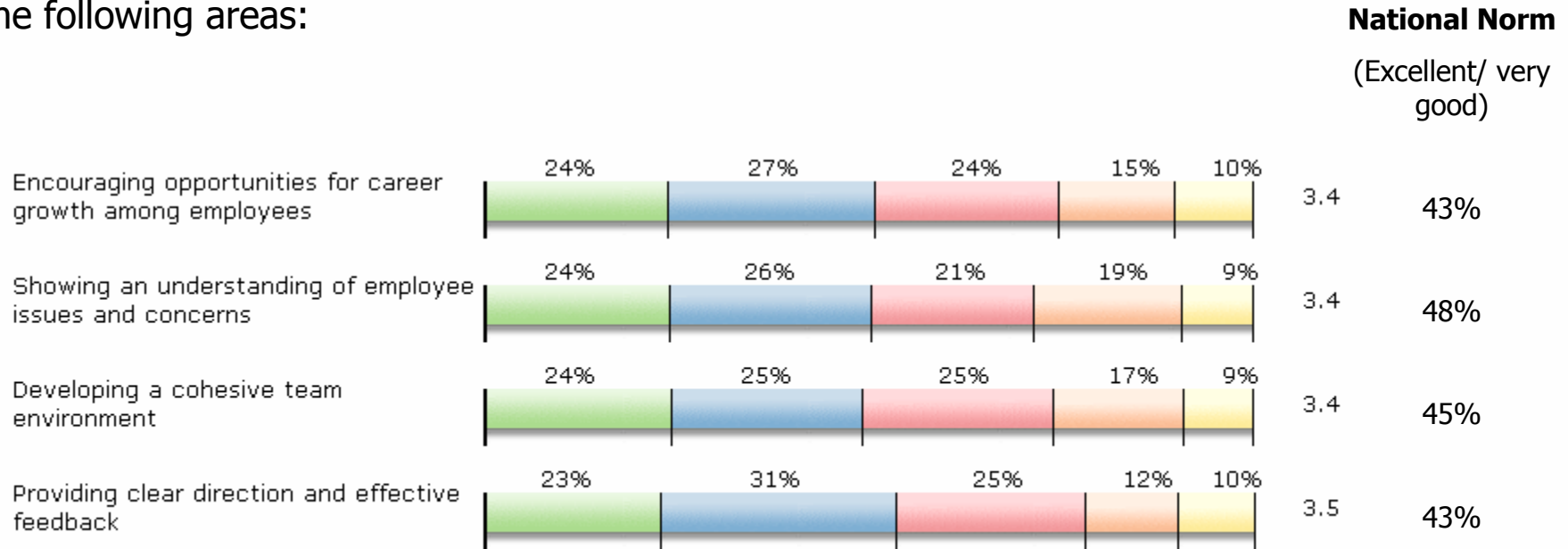


■ Excellent 
 ■ Very good 
 ■ Good 
 ■ Fair 
 ■ Poor

# Company Culture



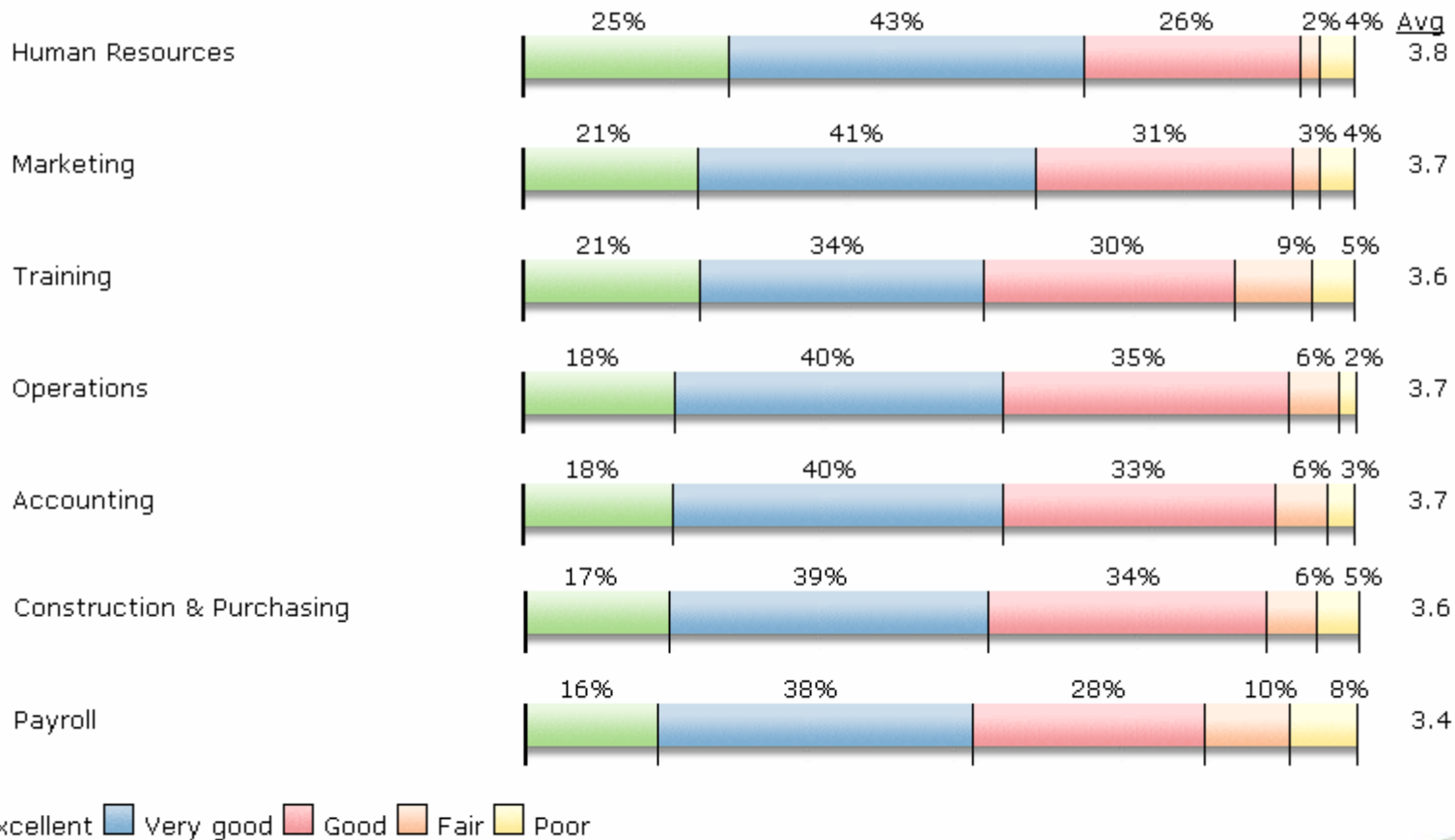
Please rate how good a job your immediate supervisor is doing in each of the following areas:



■ Excellent 
 ■ Very good 
 ■ Good 
 ■ Fair 
 ■ Poor

# Company Culture

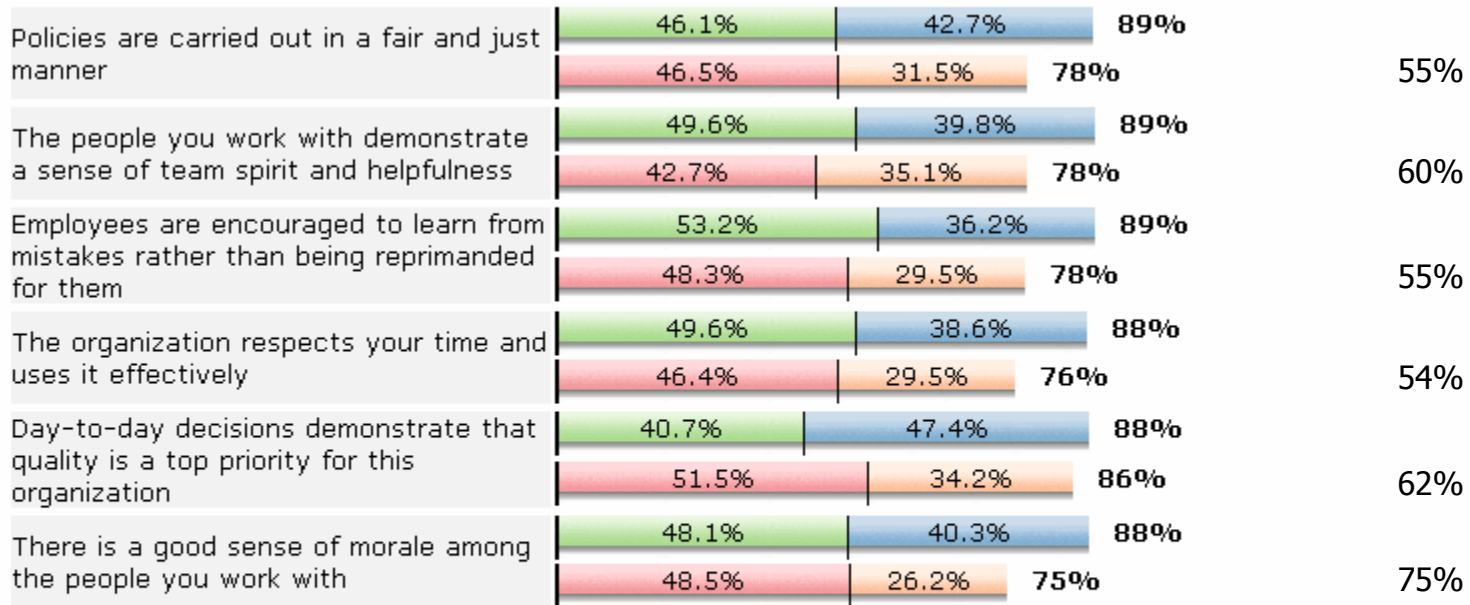
How satisfied are you with the level of customer service that you receive of each from the following departments you interact with at ABC Corporation?



# Company Culture (importance vs. performance)



**National Norm**  
(Agree strongly/  
somewhat)



This chart compares the stated importance of each culture attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag 🚩 indicates a gap of 20+ points.

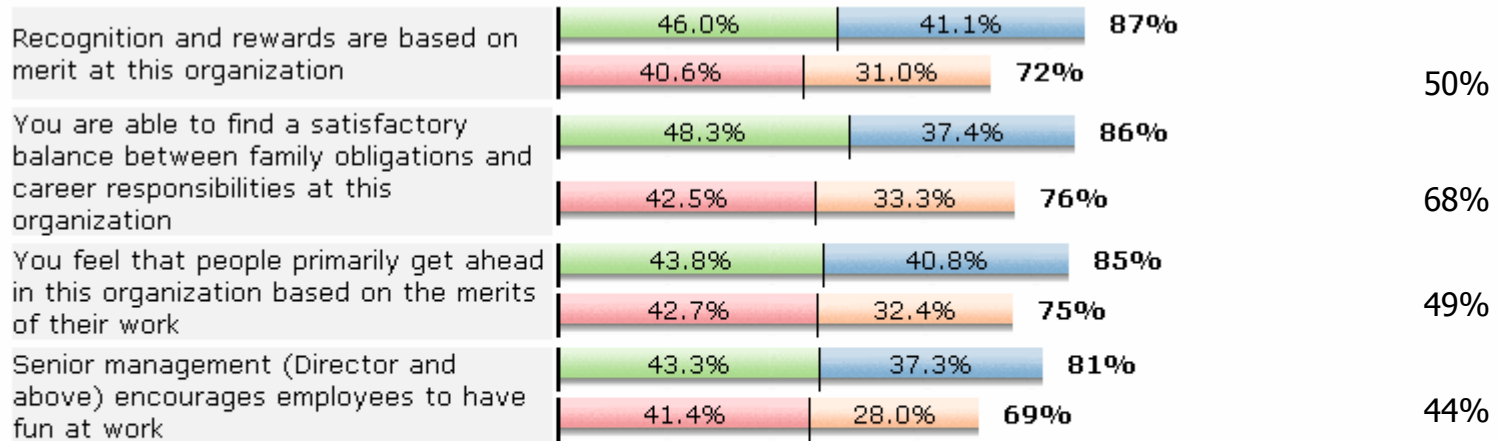
■ Extremely important    ■ Very important  
■ Agree strongly    ■ Agree somewhat

# Company Culture (importance vs. performance)



## National Norm

(Agree strongly/  
somewhat)



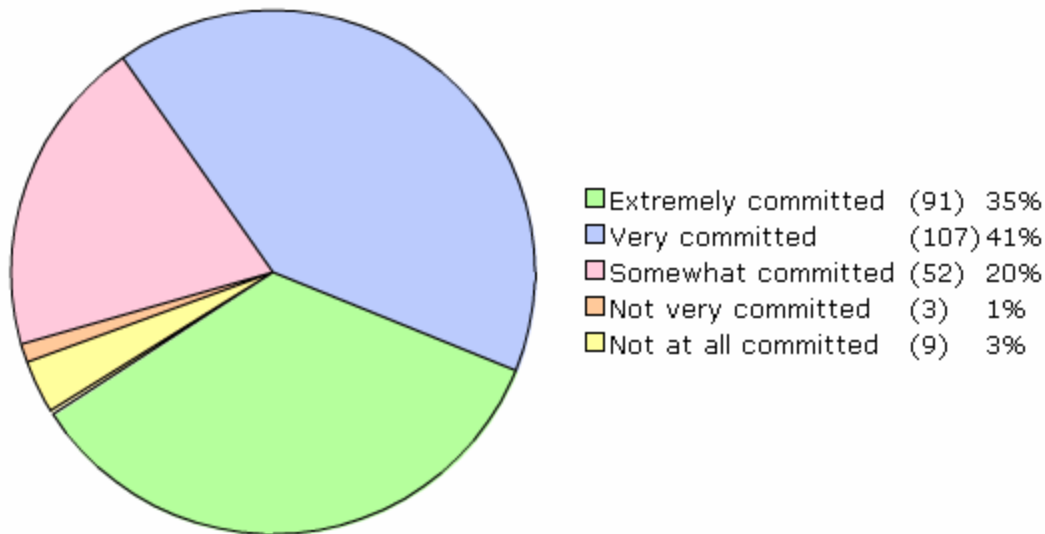
This chart compares the stated importance of each culture attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag 🚩 indicates a gap of 20+ points.



# Commitment

# Commitment

How strong a commitment do you feel towards this organization?



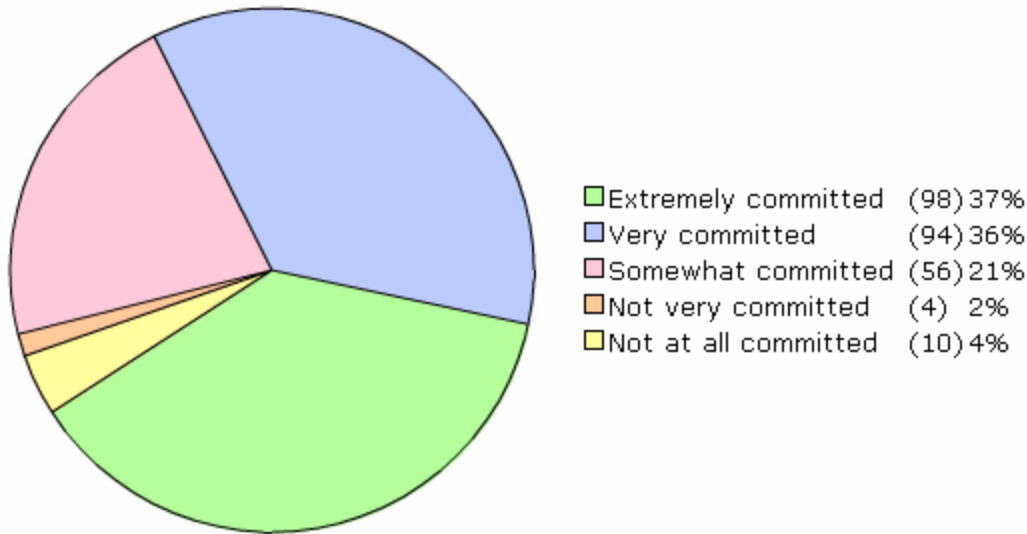
## National Norm

(Extremely/  
Very committed)

58%

# Commitment

How strong a commitment do you feel towards your career/the type of work that you do?



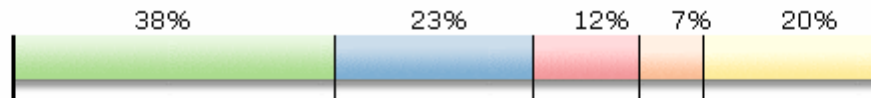
**National Norm**  
(Extremely/  
Very committed)  
68%

# Commitment



How much do you agree or disagree that...

In the last seven days you have received recognition or praise for doing good work



Avg  
3.5

In the last six months someone at work has talked to you about your progress



3.8

In the last year you have had opportunities at work to learn and grow



4.0

## National Norm

(Agree strongly/  
somewhat)

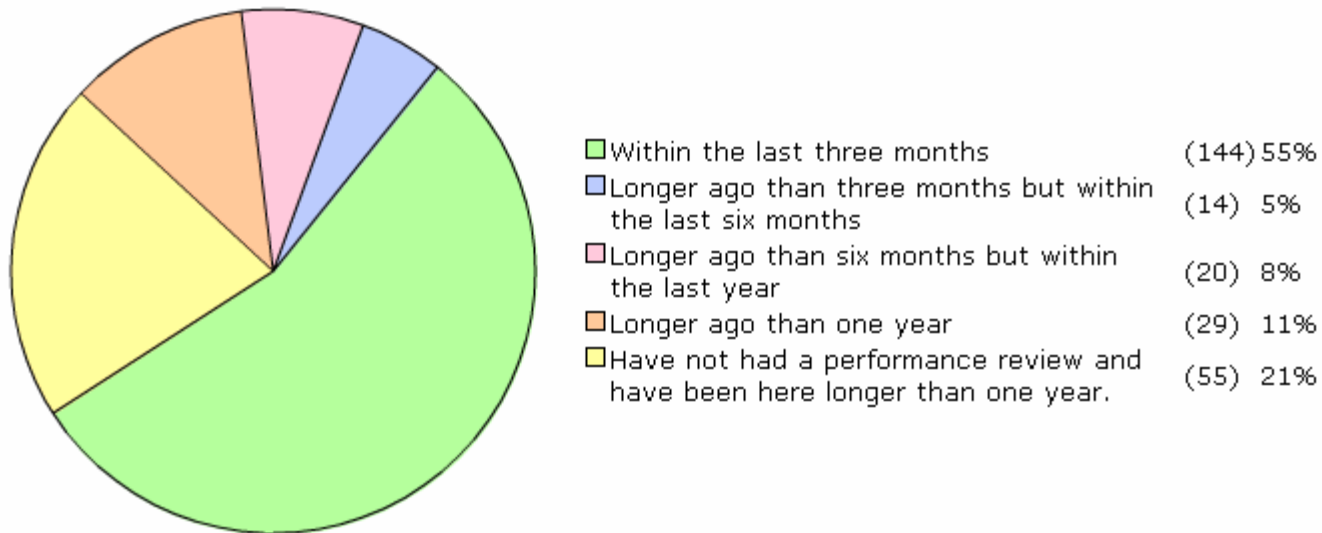
50%

64%

66%

# Commitment

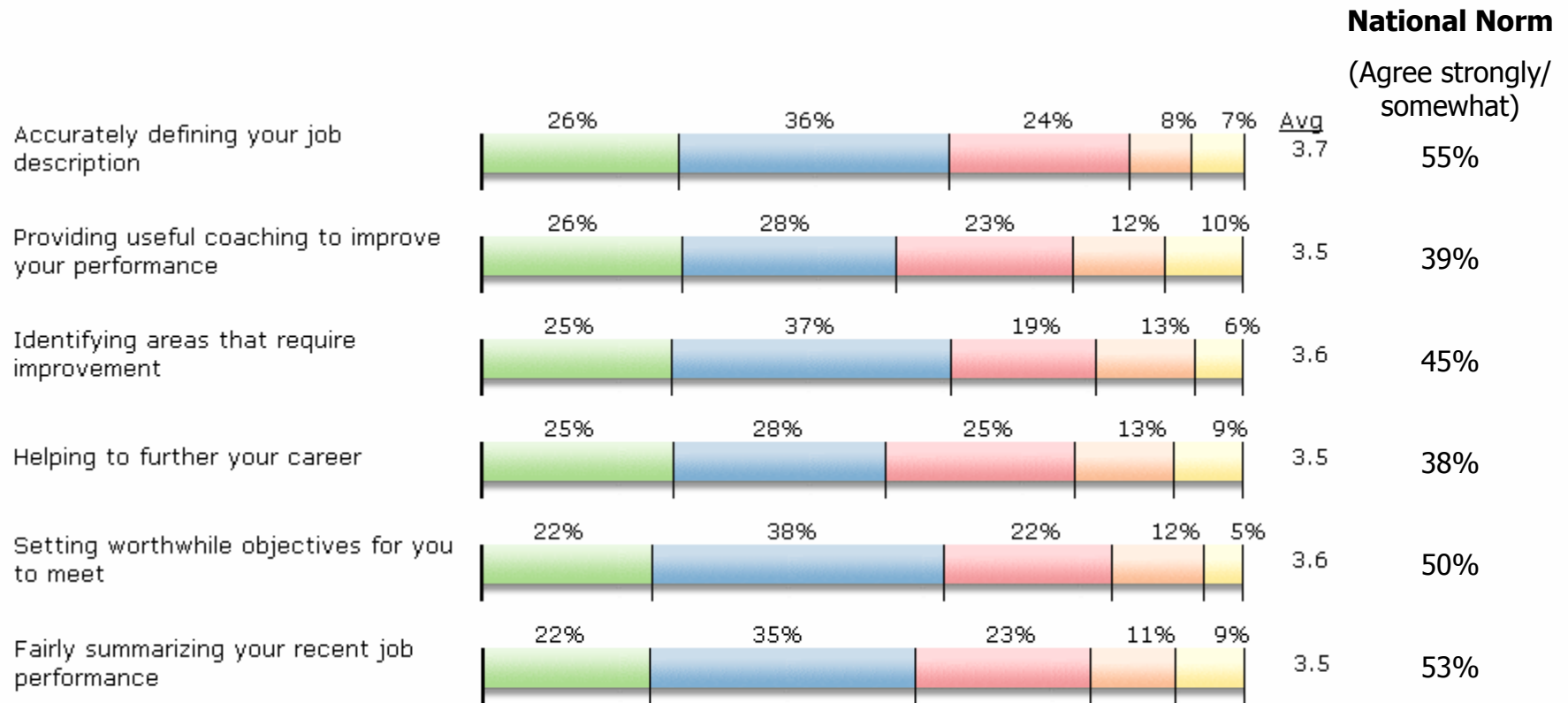
When was your most recent performance review?



# Commitment

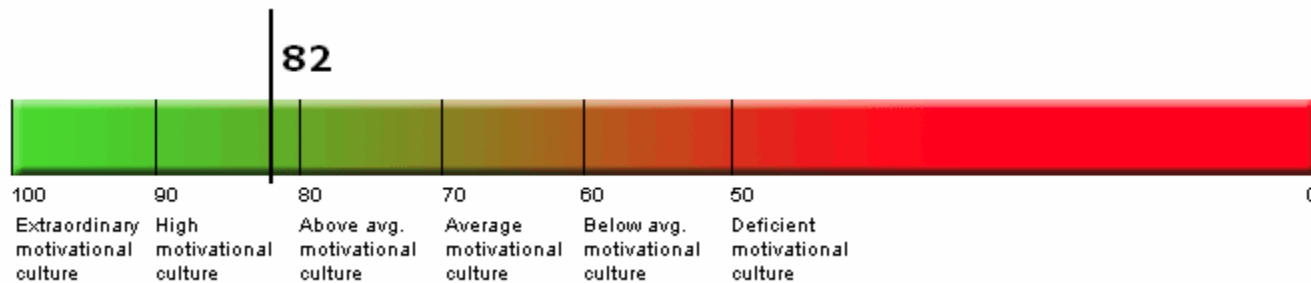


How would you rate your most recent performance review on each of the following attributes?



# Motivation Index

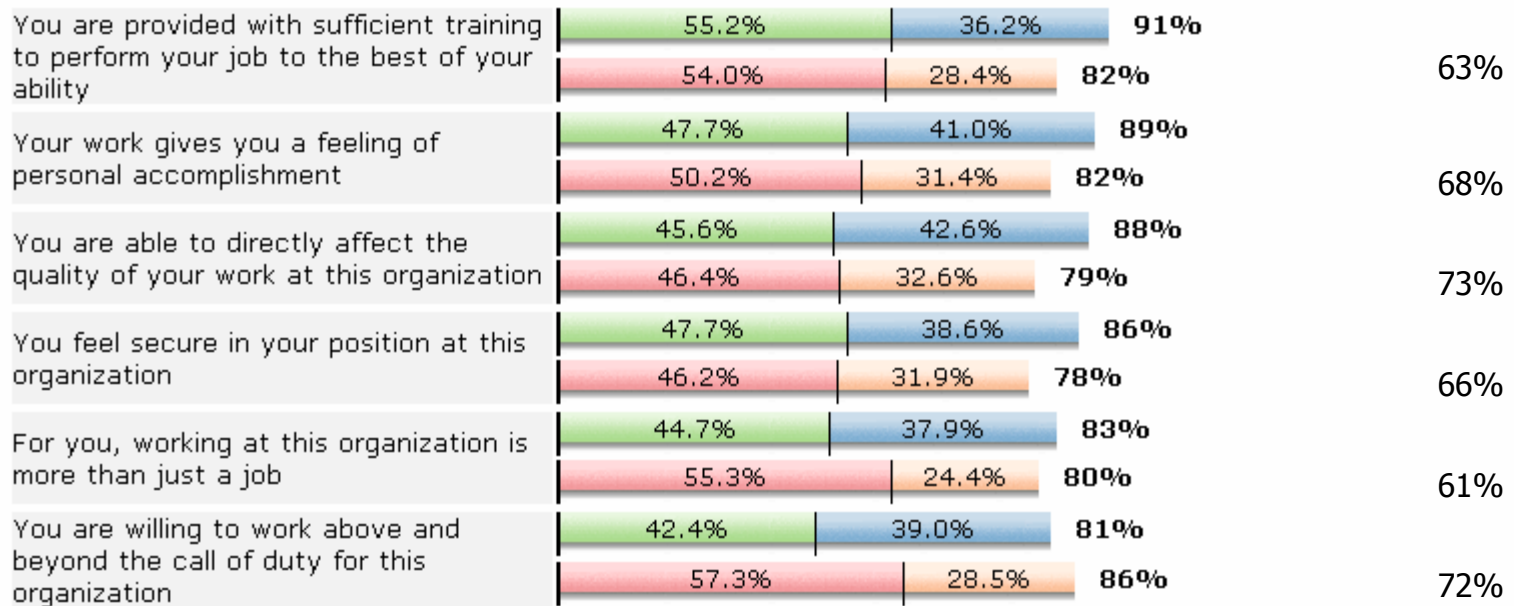
The Motivation Index is derived from statements within the survey related to rewards & recognition and summarizes how well your organization motivates employees to do their best. Employees who get recognized for their work are more motivated to perform well and have higher levels of productivity, loyalty and customer service.



# Commitment (importance vs. performance)

## National Norm

(Agree strongly/  
somewhat)



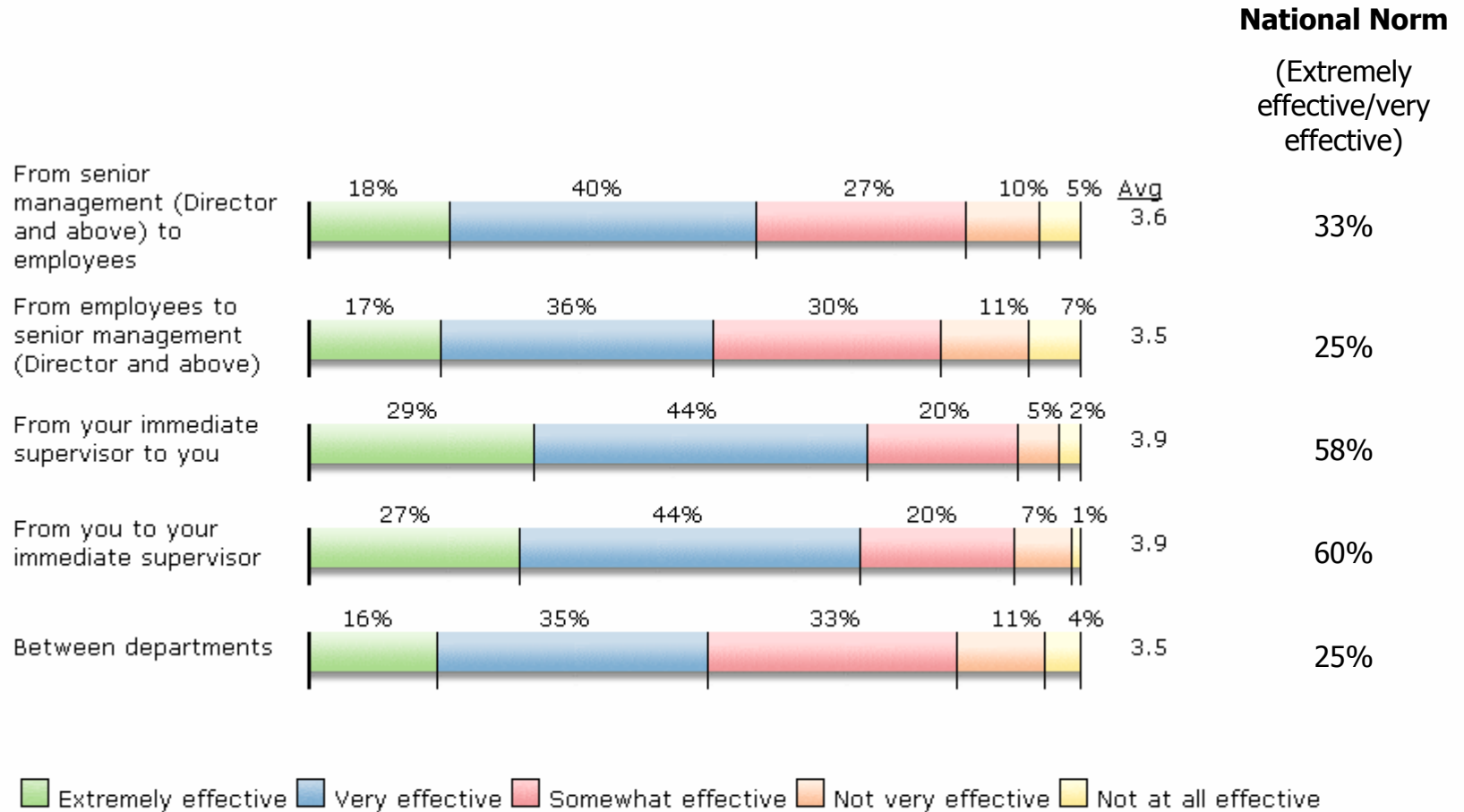
This chart compares the stated importance of each commitment attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag 🚩 indicates a gap of 20+ points.

■ Extremely important    ■ Very important  
■ Agree strongly    ■ Agree somewhat

# Communication

# Communication

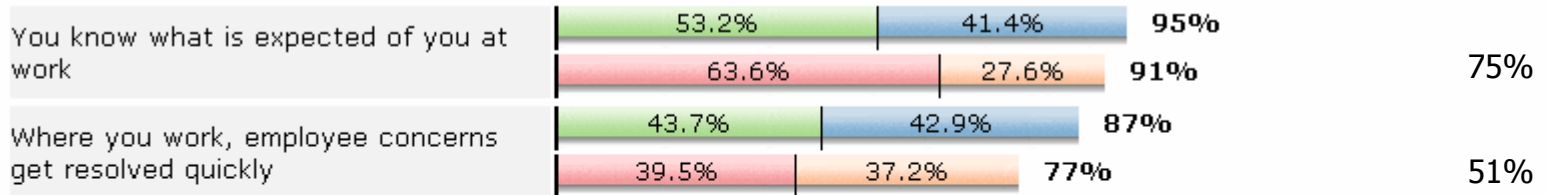
How effective is communication:



# Communication (importance vs. performance)



**National Norm**  
(Agree strongly/  
somewhat)



This chart compares the stated importance of each communication attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag 🚩 indicates a gap of 20+ points.

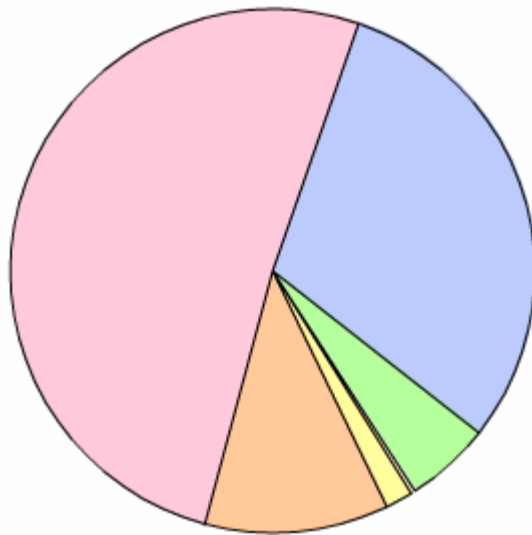
■ Extremely important    ■ Very important  
■ Agree strongly    ■ Agree somewhat



# Compensation

# Compensation

How satisfied are you with your total pay/salary at this company?

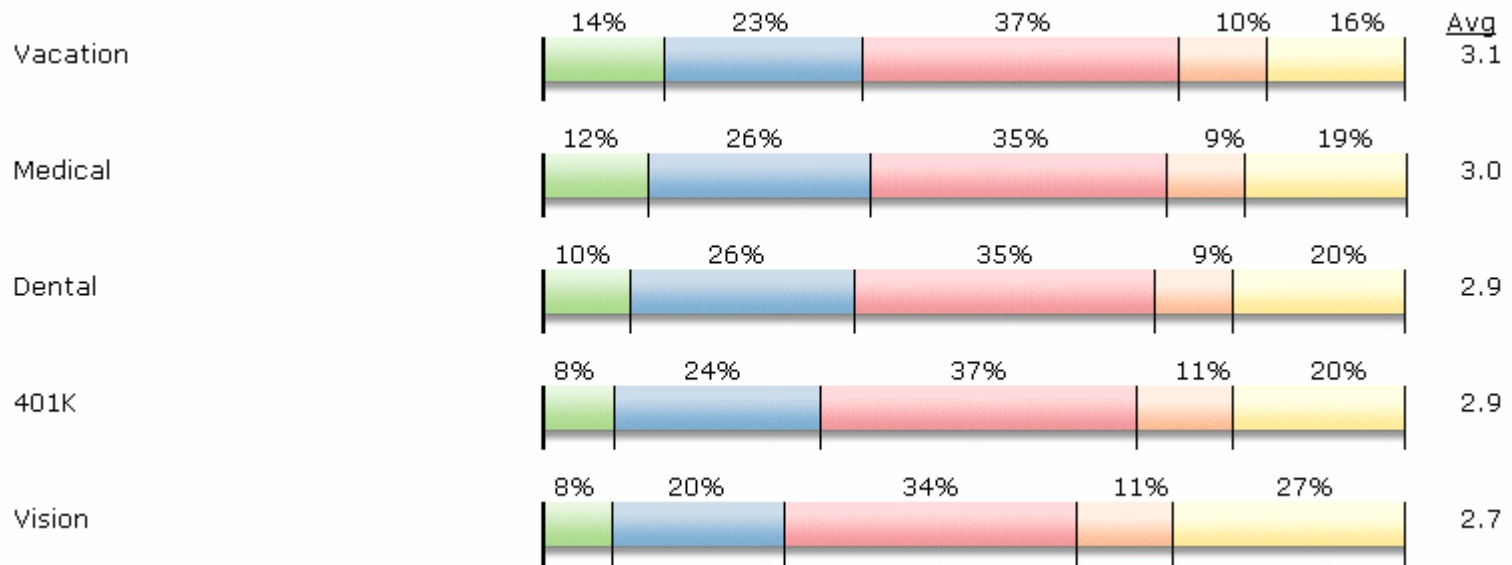


Extremely satisfied	(13)	5%
Very satisfied	(74)	30%
Somewhat satisfied	(125)	51%
Not very satisfied	(28)	11%
Not at all satisfied	(4)	2%

**National Norm**  
(Extremely/  
Very committed)  
37%

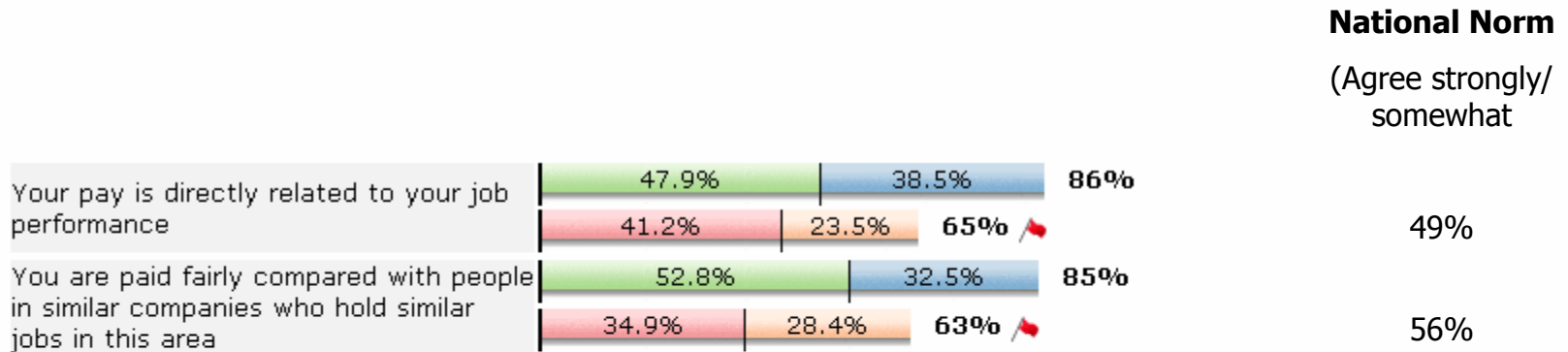
# Compensation (benefits)

How satisfied are you with each of the following benefits:



Extremely satisfied Very satisfied Somewhat satisfied Not very satisfied Not at all satisfied

# Compensation (importance vs. performance)



This chart compares the stated importance of each compensation attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag indicates a gap of 20+ points.

■ Extremely important    ■ Very important  
■ Agree strongly    ■ Agree somewhat



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