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Employee Opinion Research and Consulting

# **Employee Exit Surveys**



## Results

*“Loyal employees in any company create loyal customers, who in turn create happy shareholders.” – Sir Richard Branson, Chairman, Virgin Group.*

**Y**ou know and recognize that your employees are one of your most important assets, but are you doing everything you can to maximize the potential of this asset? Based on our experience at Insightlink, the best employee attitude studies explore all aspects of an employee’s working life with an employer, covering not only what they do but also what employees think and feel about the organization. An effectively implemented program of employee research can become one of the most powerful strategic tools in helping your company achieve its long-term corporate goals. To ensure the value of your company’s investment in employee research, Insightlink is dedicated to assisting HR managers to fully understand the concerns, attitudes and motivations of their employees.

## Exit Survey System

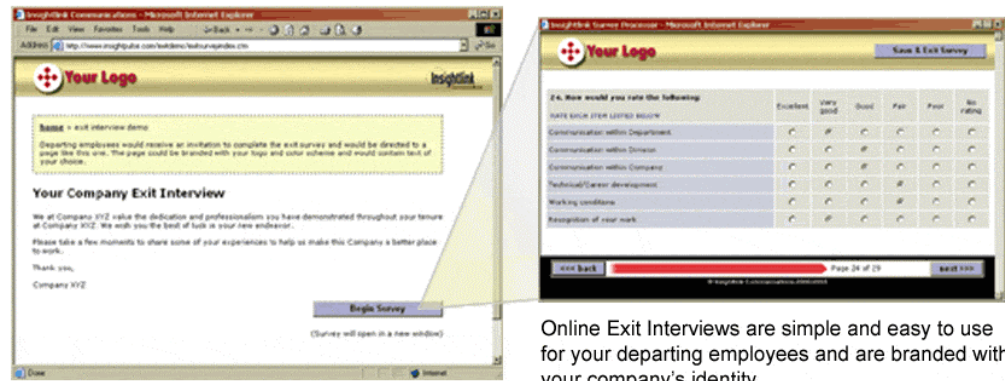
According to HR Executive’s *Workplace Turnover Study*, although almost nine-in-ten U.S. organizations interview departing employees, only 4% use a systematic method of collecting and tabulating the exit survey findings. This means that many organizations are missing out on an opportunity to collect valuable data that would, in turn, assist their recruitment and retention efforts.

Insightlink’s Exit Survey System is a very efficient and cost-effective online measurement tool that has been designed to provide employers with a systematic evaluation of all the reasons why employees are leaving their organization.

A key component of this system is the corporate Management Control function that is customized to meet the specific needs of each client. At this password-protected site, HR managers and personnel are able to:

- Invite departing employees to complete an exit interview, either by issuing a hardcopy letter or by sending a personalized email.
- Monitor the progress of each invitation, including both participation and completion rates.
- Review individual survey results on a real-time basis.
- Produce aggregate summaries of all completed surveys, with the ability to define specific data filters as needed.

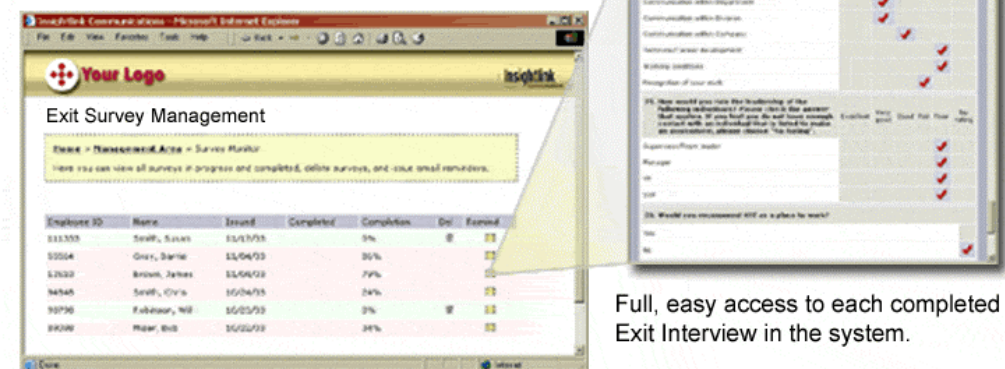
## INSIGHTLINK COMMUNICATIONS



As part of the invitation process, each exiting employee receives a unique access code and the appropriate web link to allow them to complete the questionnaire. The access code is a “one-use” code that is discarded once the survey is complete.

All Insightlink exit surveys include the “4Cs” of employee satisfaction – Commitment, Corporate Culture, Communications and Compensation. The 4C approach came out of a thorough review of existing academic and business literature on employee motivation and morale. Each exit survey questionnaire is then customized to meet specific client situations and corporate environment.

Management area allows you to easily initiate and then monitor Exit interviews from start to finish.



All Insightlink questionnaires are carefully designed for ease of use, including straightforward wording, a clean layout and simple navigation. Our strong attention to usability contributes to higher response rates and more accurate data collection. Using Insightlink’s proprietary questionnaire-development software, a fully-functional online survey can be generated within minutes of approval of the final question set, meaning that the timeline for implementation is not bogged down by the logistics of traditional questionnaire writing and HTML programming.

## INSIGHTLINK COMMUNICATIONS

Our survey system is highly scalable and can support several thousand users connecting to the system simultaneously with no discernible impact on performance or speed. End-user technical support is provided by telephone toll-free from 8am-6pm PST Mon-Fri and by email at all other times with a 24-hour guaranteed response time.

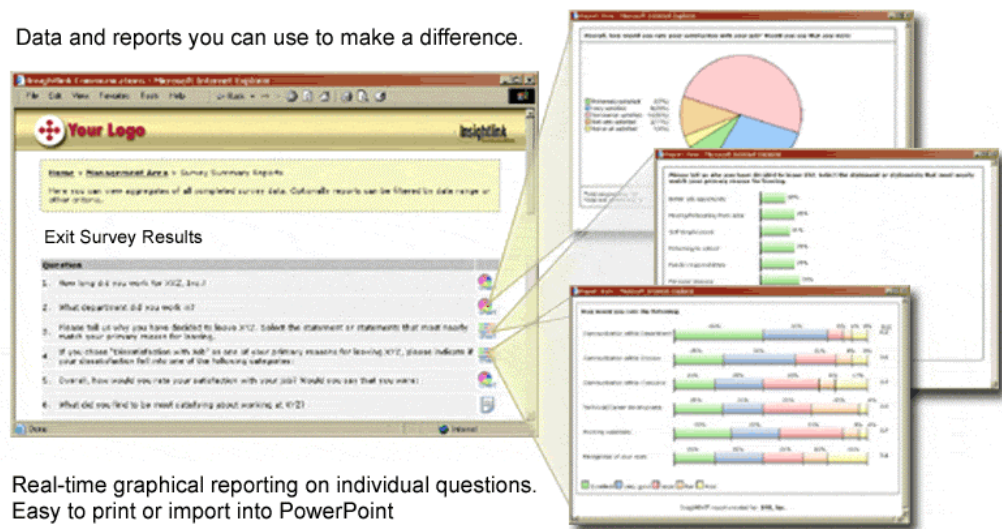
The Insightlink Exit Survey System can also be adapted for use with hardcopy exit questionnaires as well as with Interactive Voice Response (IVR) and telephone interviewing methodologies.

## Insightlink Analysis and Reporting

At Insightlink, we recognize that even well executed studies have little value without meaningful interpretation and direction for improving employee retention. As a result, we offer extensive experience in strategic analysis and reporting to ensure that all studies reach their maximum potential in terms of analysis and usefulness.

All Insightlink Exit Survey Systems include real-time online graphical reporting capabilities on both individual surveys and summaries of historical data, filterable on multiple variables.

Data and reports you can use to make a difference.



In addition to online reporting, Insightlink can provide periodic (monthly, quarterly, or yearly) cross-tabulations of the collected data according to each client's specifications. Insightlink can also provide raw survey data in Microsoft Excel or other electronic format so that clients may create custom reports, graphs and charts as needed.

## Technical Details

**Browser Requirements:** To conduct our online surveys, we use a powerful database-driven system and, because our software is directly linked with our platform for online data analysis, no subsequent programming is required. These technological strengths are an important demonstration of our specialization in employee studies and our dedication to streamlining all aspects of study development.

Surveys and management systems will run in any JavaScript enabled browser version 4.0 and higher. There are no plug-ins or applets required for the client portion of the surveys, although a 30 day cookie may be set if a client opts for self-assigned PIN codes.

For certain reporting functions of the management system, the freely available Macromedia Flash plug-in is required. Additionally, to maintain a session on the management system, the browser must allow session cookies.

Surveys themselves have very low bandwidth requirements and will run equally well on dial-up or high-speed connections. There are no special operating system or platform requirements.

## Privacy Policy

Insightlink Communications values highly our relationships with our clients and their survey participants. We take great care in protecting the privacy and security of company data, e-mail addresses and reports. We guarantee that information provided by our clients or by any individual employee taking a survey hosted on our servers will not be sold, leased, or provided in any format to anyone without express client permission and approval.

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