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Employee Opinion Research and Consulting

# **Employee Satisfaction Surveys**



Results

## Getting the most out of Employee Satisfaction Surveys

*“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 fully understand the concerns, attitudes and motivators of their employees.

### How Can Employee Research Help?

A comprehensive evaluation of employee satisfaction can best be seen as a “check-up” on the internal health of your organization. Like any check-up, you learn both what is working well and where there are areas needing improvement.

When conducted on a regular basis, Insightlink’s systematic method for assessing employee satisfaction will let you identify key trends and patterns among employee attitudes and behavior, thereby enabling you and your company to anticipate and act on upcoming problems and issues. As a result, an employee satisfaction study conducted by Insightlink will enable you to use the information from your employees as a tool for change within your organization.

At Insightlink, we strongly believe that employee satisfaction studies should represent a mutual exchange of information between employees and management. To fulfill this simple principle, there is a critical need to make employees feel that they are part of the

research process. For maximum effectiveness, employees must believe that satisfaction studies have value to them, as well as to the organization. Insightlink believes in clearly demonstrating to employees that satisfaction studies are an opportunity to be heard and to directly influence company policies. This approach not only has a measurable impact on participation rates but also affects the degree to which employees trust the outcome when the findings are reported back to them. For these reasons, all Insightlink questionnaires are carefully designed for ease of use, including straightforward wording, a clean layout and simple navigation.

With an Insightlink study, employees are also assured of **confidentiality** and **anonymity**. These guiding principles have benefits to both the company and its employees – in addition to gaining valid information for making knowledgeable business decisions, your organization can also demonstrate that it is reaching out to employees by asking them what they think and showing them that their opinions are appreciated..

## **How is Insightlink Different?**

Above all else, employees want employers to treat them fairly, to show a sense of concern for them and to trust them to do their jobs – in other words, they are looking for an indicator of commitment from employers. In return, committed employees are not only less likely to leave but are also highly productive and effective employees. An assessment of employee commitment in all its various forms represents the foundation of Insightlink’s employee satisfaction studies.

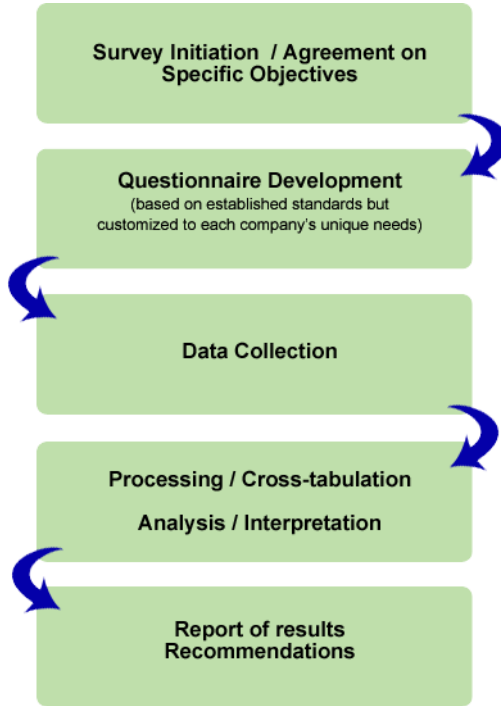


Overall, the four main components of all Insightlink studies are best summarized as the “4Cs”: **Commitment, Culture, Communications** and **Compensation**. Together, the Insightlink 4Cs are designed to provide you with a comprehensive and in-depth analysis of the internal health of your organization.

By evaluating your company’s culture and work ethic from the employees’ perspective, you can determine to what degree your company values and mission statement are being carried through to employees and to what extent your employees believe that the company operates ethically, openly and with a concern for their well-being. Another critical component of an Insightlink study is a measure of corporate communications, including how well employees are kept informed about issues and changes within the company and how easily they can acquire the information they need to work most efficiently.

Finally, Insightlink studies focus on the important issue of compensation, examining satisfaction with compensation and benefits overall and comparatively both inside and outside of the organization.

## Our Survey Process



All Insightlink studies start with a “core” questionnaire that is then customized to meet your specific needs – this initial consulting is part of our competitive advantage. Our core questionnaire was developed through an extensive review of current employee satisfaction studies, including an analysis of recent research on the primary drivers of employee retention. From these sources, we developed an extensive battery of questions, which are stored in a relational database accessible by our own proprietary questionnaire-building software.

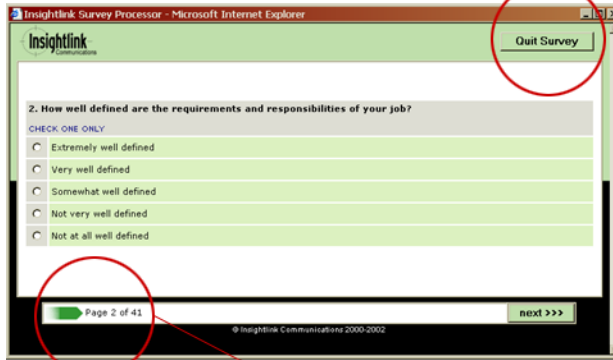
Using this software, we can produce a fully-functional online version of your survey within minutes of approval of the final question set, meaning that the timeline for implementation is not bogged down by the logistics of traditional questionnaire writing.

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.

When a survey is launched, each of your employees receives a unique access code that allows them to begin answering the questionnaire. The access code is a “one-use” code that is discarded once the survey is complete. This ensures the complete anonymity of the responses and prevents any employee from answering multiple surveys.



Option to suspend and continue at a later time



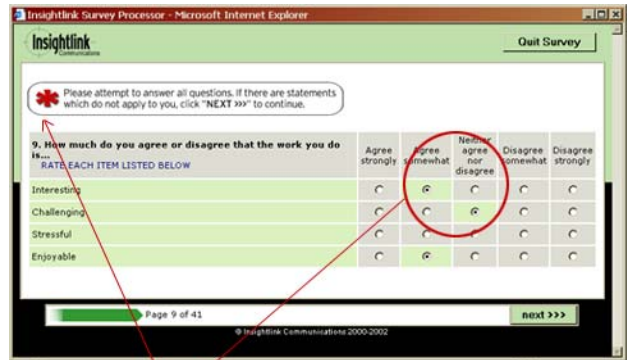
Visual progress indicator

All question screens are designed for ease of reading and comprehension. Our strong attention to usability contributes to higher response rates and more accurate data collection.

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. Servers are housed in a secure data center with all access being restricted to the appropriate Insightlink staff. We also have the ability to execute studies by paper or by IVR, depending on your needs.

**Technical Details:** We do not set “cookies”, require plug-ins, Java applets or ActiveX controls which may be denied by corporate firewalls. Insightlink online surveys will run on any JavaScript-enabled browser at or above version 4.0 on both Mac and PC platforms.



Visual feedback prevents errors and encourages response.

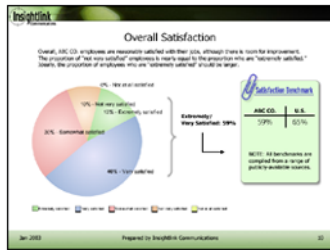
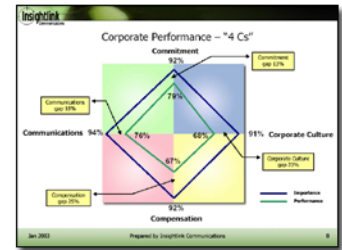
## Insightlink Analysis

At Insightlink, we recognize that even well-executed studies have little value without meaningful interpretation and direction for improving employee satisfaction. As a result, we offer extensive experience in strategic analysis and reporting to ensure that all studies reach their maximum potential. All Insightlink reports include a comprehensive analysis of the **4Cs (Commitment, Culture, Communications, Compensation)** as well as a review of issues specific to your organization, such as determining what factors are driving recent changes in employee satisfaction or looking in detail at perceptions of leadership by senior management .



For all of our clients, we create an Employee Loyalty Matrix of four distinct quadrants – “Committed Loyalists,” “Satisfied Opportunists,” “Change Seekers” and “Dissatisfied Compromisers.” This matrix analysis is a very powerful tool for providing clear strategic direction and actionable results.

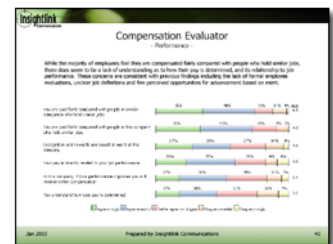
The statistical analysis we conduct not only includes our Employee Loyalty Matrix but also features an evaluation of how employees in each quadrant vary in their opinions, a “gap analysis” of stated importance versus company performance on all of the key attribute ratings and a summary analysis of all open-ended responses. For the purposes of ongoing data tracking, subsequent studies can be used to highlight trends and changes in key measures from the initial benchmark study, which can extremely useful in determining the effectiveness of new programs designed to increase employee satisfaction.



At Insightlink, we believe that norms and benchmarks are useful mainly to help set the context of the findings, with the primary analytical focus needing to be on the client’s own results and the inter-relationships of the findings. However, to provide this context, we have established benchmarks for the key measures of overall job satisfaction, satisfaction with compensation and commitment to both company and career based on our own data and a range of publicly-available sources.

Survey results are summarized in a final report, including key benchmarks, with a focus on strategic analysis and clear communication of the findings. Our emphasis on up-front consulting helps to ensure that the final report addresses the organization’s primary concerns and issues.

Our usual reporting format is to provide the appropriate charts, graphs and written summary analysis in a Microsoft PowerPoint or Adobe PDF document – a comprehensive example of our reports is available online. Following preparation of the final report, we will work with you to design any follow-up reporting or analyses that will best meet your needs, including the ability to create password-protected websites specifically for the dissemination of results to various stakeholder audiences.



## INSIGHTLINK COMMUNICATIONS

Through use of the Employee Loyalty Matrix, all studies determine the degree to which employees are entrenched and committed to the organization on the one hand and vulnerable to leaving on the other. This means that the findings of each Insightlink study not only measures the impact of current programs, policies and procedures in your company, but can also be used as catalysts for improved communication with your employees and increased job morale. Even further value can be gained from regularly repeating Insightlink employee satisfaction studies so that your company can build up a comprehensive understanding of trends within your organization, especially in relation to the important indicators of teamwork, company values and leadership.



### Contact us

For more information, or to request a no-obligation bid for your employee satisfaction study, call us toll-free at 1-877-866-8301 or fill in a request on the Web at [www.insightlink.com](http://www.insightlink.com).

### **Insightlink Communications**

**111 E. Broadway, Suite 208  
Glendale, CA 91205**

**Tel. 1-866-802-8095**

**Fax. 1-323-882-8521**

**[info@insightlink.com](mailto:info@insightlink.com)**