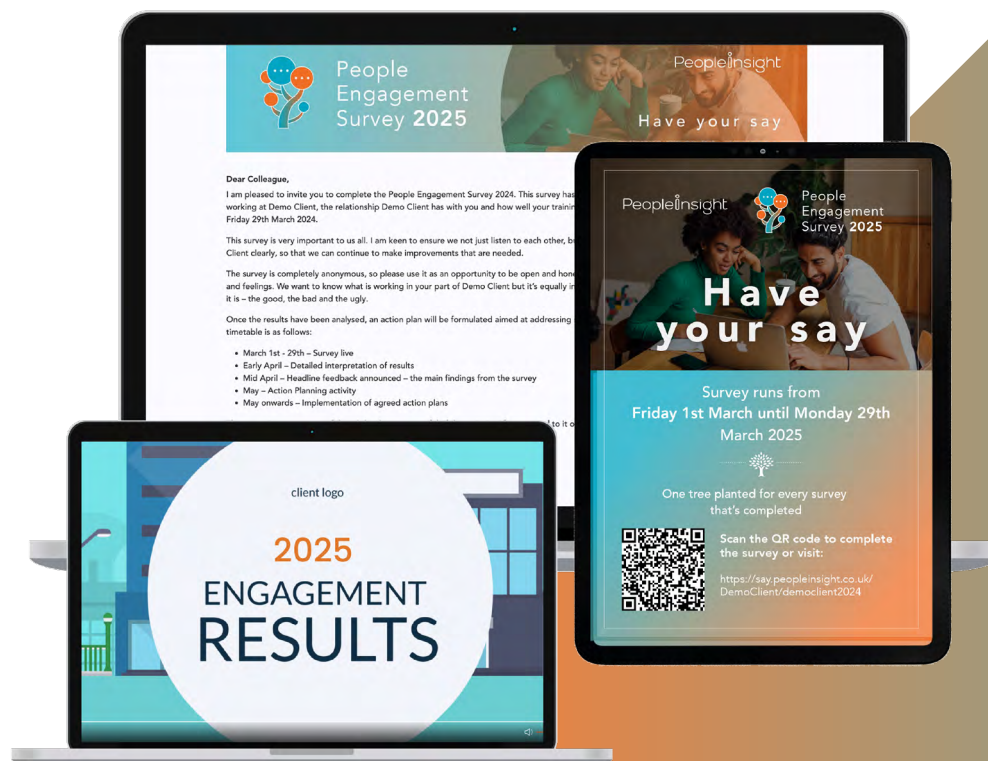


# Successful Survey Comms

Internal communications play a big role in boosting participation in employee surveys so you get the most robust data and insights. Our guide will help you put together a successful comms programme and make the most of your survey.

**Let's get started...**



## Your comms framework

Plot your comms to the stages of your survey process based on the questions employees are likely to have.



## Survey Brand

Look at your survey as a marketing campaign and come up with a concept that will carry across everything you'll be sharing.

### Survey Name

**Start by looking at your brand tag-line**, your values and the language you use – is there anything here you can use or adapt? **Ask for ideas outside your team** too; one of our clients crowdsourced ideas from an employee focus-group to get people involved right from the start.

**Some of our favourite survey campaigns use a well-placed pun** like Bostik's "Stick it to us" and a lighter tone like this can cause a buzz around the office and give you room to be more creative. Test it on colleagues to **check your name reflects the strategy behind your survey** like getting honest feedback, gauging reactions to change or making a better workplace.

### Design

**Pick imagery that will stand-out** on posters and work in an email banner and reinforce the message of your survey. **Include images of people** from across the business, the products you're known for or (if it fits with your brand) go for an illustrated route.



#### Survey-name starters:

- ▶ Have your say
- ▶ We're listening
- ▶ Your voice
- ▶ Your voice matters

#### Some of our favourites:

- ▶ We're all Ears - World Animal Protection
- ▶ An Intimate Talk - La Perla
- ▶ Your Shout - Fuller's Brewery



## Survey Brand (cont.)

### Channels

Share your survey in the places that people already go to. Is **your intranet** set as the default homepage? Add a banner or video here to catch people's eye when they log-on. Or if **Slack** is your go-to for team news, set up a channel and shout about your survey. Think about how you'll share it **share it offline** too; posters and one-pagers can get your message across as people are making a cup of tea, grabbing their lunch or heading to a meeting. And **ask your Line Managers, Leaders, and Survey Champions to talk about it** during meetings to keep it front of mind.

### Make it stand out

Let's make your survey something people still talk about months after it closes. **Videographics** capture attention and get details across in an entertaining and mobile-friendly way (give us a shout for help producing these). Or start a buzz around the office and **encourage employees to share photos** that reflect your survey message, make a launch video featuring voices from across the business (smartphone or webcam recordings are great for this) or **host a launch breakfast** to answer questions and give people the chance to fill out the survey away from their desks.





## What to cover

Every project is different, but these themes crop up most often when an organisation announces a survey.

**These are the things to cover every time you communicate with your employees:**

### **Why you're running a survey**

What's going on and what does engagement actually mean? Help people understand the value of the survey and why you want to know how engaged people are.

### **What the survey will do**

Explain what you want your survey to achieve, and the difference it will have for employees as well as for the HR team and Leaders. While you can't promise that every suggestion or idea will go ahead, all responses will help build a better place to work.

### **Why this time is different**

If it hasn't been successful before, get employees on-side with messages from the top. Sincere leadership messages demonstrate a commitment to listening to feedback. Make sure you have a 'face' of the programme who is visible and involved during the roll-out and follow-ups. Acknowledge what's happened before and keep people updated so they're confident action is taking place.

### **What employees need to do**

Take part, be honest and expand on their answers. Explain how long the survey will take (usually about 10-minutes) and reinforce that your leaders want them to take this time out.

### **Who will see the results**

Let people know who will see the report once the survey closes, and what happens next. Keep people involved in the programme after they take part too, so they can see changes in-progress.

### **Confidentiality of responses**

Introduce People Insight and why you're using an external partner to run your survey. Often people are worried about feedback tracing back to them, so let them know how responses will be collected and reassure them about the confidentiality of the data.



## Where to Start

Our comms templates cover the best-practice bits to include, but we'd suggest tweaking the wording and messaging to bring in your survey brand and make it sound more familiar to employees.

[Invitation](#)

[Reminder Email](#)

[Welcome Message](#)

## Pre-Survey Comms

### For Managers

Let them know **their role in the process and why it's so important**, reinforce why you need their team to take part and make sure they're clear on the survey process.

Your survey won't be the priority for every Manager but help them understand **what's in it for them** and how it fits into the bigger vision for the organisation.

Look at our [Manager Briefing Pack](#) for more help getting your Managers on-board.

### For Employees

Let people know about the survey before their invitation lands. Get people excited about the reasons for the survey and the changes their answers will lead to.

**Emails, posters, Slack, TV screens, team meetings and intranets** can all help spread the message. Think about the places people are already looking at everyday and use these to build knowledge of your survey.

### Invitation

This is most employees' first step to taking part so it needs to stand out in their inbox. A winning invitation:

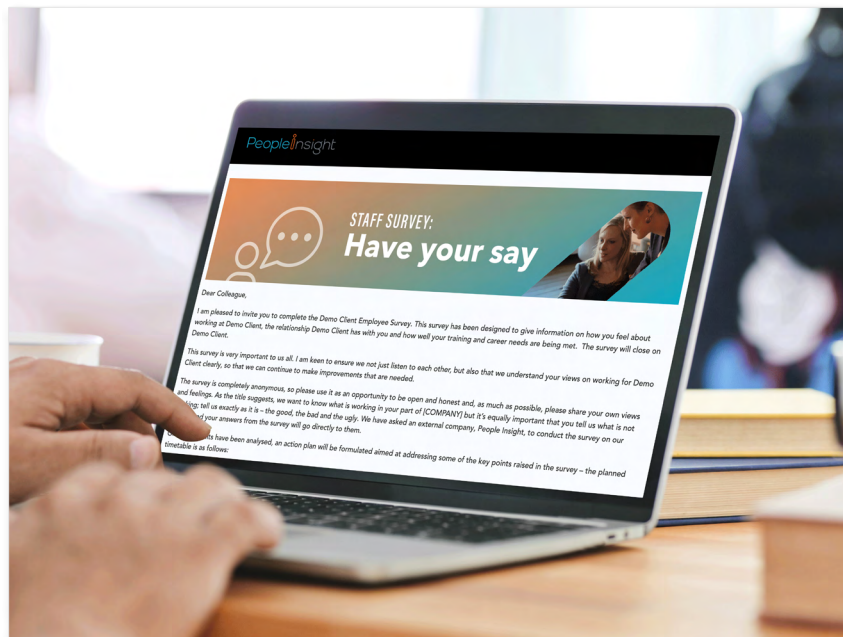
1. **Has a snappy subject line** (about 40 characters) with a clear action
2. **Tells people why you're running a survey** what they need to do.
3. **Puts the link somewhere easy to spot**
4. **Makes the survey closing date obvious** so no excuses for missing out

# Survey Launch

## Reminder Email

Most people will need a few nudges before they take part. Combined with other attention-grabbers like Manager comms, posters and intranet postings sending email reminders each week will keep your survey top-of-mind. Our real-time participation reports also show which business areas or teams to focus on, so you can make sure everyone is represented.

QR codes in emails are effective. They make it easier for employees to complete the survey. A QR code is also user friendly with majority of devices and is beneficial for those who do not have office based role.



## Survey Welcome Message

This is the first interaction people will have with your survey and plays a big role in how engaged people will be with it.

It's best for this to come from a senior leader to show their commitment to the survey and reassure people that your organisation values what employees have to say.

This can be in the form of a written message (with a photo and their signature too), an infographic or a short video. This is a good space to share the results from previous surveys and what's happened since, so people know you're responsive to feedback.

# Survey Incentives

One of the biggest challenges when it comes to surveys is response rates. Offering a survey incentive can help increase survey participation, raise awareness of your survey, and are a chance to support a charity of your choice by offering a donation for each participant. You could ask employees to nominate a charity or, as many of our clients do, plant a tree for every participant through a charity like [Eden Reforestation Project](#).

The University of Surrey used a tree incentive to increase response rates, planting a tree for every survey participant. To reflect this incentive, they also branded their survey comms around this. They used a green colour scheme throughout, designed their survey logo to resemble a tree and regularly made reference to the tree incentive at different levels of the survey communication, from emails to feedback sessions.

Client logo goes here

Thanks for making the world greener!

## 2030 Trees

have been planted via **Eden Reforestation Projects** as a result of your employee survey.

**About Eden Reforestation Projects**

Eden work in developing nations to reduce extreme poverty and restore healthy forest areas. They hire and train local people, so every tree planted also provides life-changing income.

**A fantastic achievement!**

These trees will remove **626 tonnes of CO2** from the atmosphere in their lifetime, helping mitigate climate change and make our planet healthier.

Presented to you by

**Peopleinsight**





# Post-Survey

## Thank you

Send a thank-you note to employees when your survey closes to show you value their opinion and remind them what's going to happen now. You could share a headline stat or finding or invite them to a Town Hall or Results Briefing for the next update.

## Results

Leaders and Managers will see these in more detail but share highlight survey results with your employees too. Tell them the themes you're seeing, action areas you've chosen and any 'quick-wins' you're putting in place. Infographics or videographics share this information in an entertaining way to start conversations around survey findings. Change can take a while to see, so tell them about the little steps you're taking. Arrow Communications share quarterly infographics, provided by People Insight, so everyone can see progress is on track.

**Employee Survey 2023 Headline Results**

**Summary**  
In June 2023, an external company, People Insight, undertook a confidential survey on our behalf to understand how employees feel about working there, what's going well and what could be improved. The leadership team is committed to taking local and organisation-wide action in direct response to the results. Thank you to everyone who took the time to share their views.

**Response Rate**  
**XX%**  
xx of xx colleagues who were invited to take part

**Employee Engagement Score**  
**XX%**  
+X% vs external comparison  
+X% vs 2022

**What is the 'Employee Engagement Score'?**  
The Employee Engagement Score measures the extent to which employees feel positively connected to their workplace. It is calculated by averaging the favourable ratings for five specific statements:

- I am proud to say I work here (XX%)
- I care about the future of the place (XX%)
- I would still like to be working here in 4 years time (XX%)
- If asked, I would recommend here as a good place to work (XX%)
- Working here makes me want to do the best work I can (XX%)

**Best thing about working here**

- People and teamwork
- Pay and benefits
- Flexible and hybrid working

**One thing you would like to change**

- Wellbeing and balance
- General communication
- Line manager effectiveness

**Highest scoring statements**

Statement	Agree
1. I put a lot of energy into my job	XX%
2. I have good relationships with the colleagues I work with	XX%
3. I am satisfied with the flexibility of my work hours	XX%
4. I am clear about what I am expected to achieve in my job	XX%
5. I often do more than is required of me in my job	XX%

**Lowest scoring statements**

Statement	Agree
1. Our systems and processes make it easy for me to do my job	XX%
2. In comparison to people doing comparable jobs in other organisations, I think my pay is reasonable	XX%
3. I believe action will be taken as a result of this survey	XX%
4. The senior leadership of my Faculty/Directorate do what they say they are going to do	XX%
5. My career development aspirations are being met	XX%

**Next steps**  
The results of the survey will be used to drive positive change for our employees and workplace culture. Working together across the organisation, we will use these valuable insights to review, adjust and build upon the priorities we have set out in 2026, particularly our ambitions for a thriving employee community.

People Insight

**GREGGS**

**YOUR OPINION MATTERS SURVEY 2021: THE RESULTS**

**Summary**  
People Insight (an external provider), were asked to carry out the Your Opinion Matters survey 2021 to gather the opinions of colleagues at Greggs. The survey was open for 3 weeks and closed on 3rd October 2021. This summary gives you an overview of the results.

**Engagement Scores**

**ENGAGEMENT SCORE**  
**XX%**

**RESPONSE RATE**  
**XX%**

Thank you for completing the survey!

**Retail**  
**XX% Engagement score**  
**XX% Response rate**  
+XX% Engagement score compared to external benchmark (UK Retail).

**Supply**  
**XX% Engagement score**  
**XX% Response rate**  
+XX% Engagement score compared to external benchmark (UK Warehouse & Logistics).  
+XX% Engagement score compared to external benchmark (UK Manufacturing).

**Management / Support**  
**XX% Engagement score**  
**XX% Response rate**  
+XX% Engagement score compared to external benchmark (Professional and Business Services).

**KEY THEMES**

**Best things about working at Greggs**

- We all know what it takes to do a great job**  
I am clear about the standards expected of me and my work - XX% AGREE
- We can be ourselves and use our personalities to give our customers a great service**  
I use my personality and experience to do a great job for my customers - XX% AGREE
- We're trusted to get on and do a good job**  
I am trusted to get on and do a good job - XX% AGREE
- We do the right thing to ensure we work in a safe way**  
If I were to see someone breaching a SHE or food safety procedure, or acting in an unsafe way, I would raise it - XX% AGREE
- We put our customers at the heart of everything we do**  
At Greggs we put our customers at the heart of everything we do - XX% AGREE

**What's important for you when working at Greggs**

- You want your opinion to count and see actions following this survey**  
I am confident that action will be taken on the results of this survey - XX% AGREE
- You value the benefits that Greggs makes available to you**  
I am satisfied with the benefits Greggs makes available to me - XX% AGREE
- You believe there is equal opportunity to progress at Greggs**  
I believe I can develop a career at Greggs if I want to regardless of my background, identity, or ability for example: age, disability, gender, race, religion, belief, and sexual orientation - XX% AGREE
- You can confidently raise concerns and know you will be taken seriously**  
If I raised a concern about my treatment or the treatment of others at work, I feel confident that it would be taken seriously - XX% AGREE
- You felt supported throughout the pandemic by Greggs**  
How do you rate Greggs' action and support in response to the Covid-19 pandemic - XX% AGREE

**NEXT STEPS**  
Your views are in and, providing 5 people responded where you work, these will be aggregated and made available to your manager. You will see the results for your team and have the opportunity to discuss them, and get involved in creating an even better place to work – because Your Opinion Matters!

People Insight

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People Insight

## Case Study: “Let’s hear it” Wolseley

Wolseley turned to People Insight to develop a more modern employee survey programme and expert advice on how to act on results to support their key HR objectives:

1. **Has a snappy subject line** (about 40 characters) with a clear action
2. **Tells people why you’re running a survey** what they need to do.
3. **Puts the link somewhere easy to spot**

Typically, participation rates at Wolseley are around 75%, thanks to the effort they put into communications explaining why the surveys are happening, what will happen as a result, and providing reassurances of confidentiality. £1 is donated to the nominated charity Mind for each survey completed as an extra incentive.



The survey is branded ‘Let’s Hear It!’ which appears throughout the pre-survey campaign of team briefings, Yammer announcements, intranet banners, emails, and posters.

Following surveys, a ‘Lets Act!’ feature appears in the monthly engagement-themed newsletter ‘We Are Wolseley’. This provides an update on what actions are being taken by leaders and across the business as the result of the survey. This keeps the survey programme current and reminds staff of the impact of their input, reinforcing that their voice matters.

In addition, there’s a Colleague Forum of elected representatives who attend a monthly online meeting to discuss employee engagement related items that they’ve brought from their business areas, or as requested by leaders. They relay outputs to the employees they represent.



## Your survey comms checklist

Setting up a survey comms programme sounds like a big job but you don't have to tackle it alone.

Use our comms templates to get started and think about who else in your organisation can be a champion for your survey and help spread the word.

**Keep your communications clear, straight-forward and carry them on after the survey closes to show people it wasn't all talk!**

### Pre-Survey

- Leaders and Managers Briefings
- Pre-Survey Announcement
- Survey Invitation

### Survey launch

- Survey Welcome Message
- Survey Reminders

### Post-Survey

- Employee Thank You
- Share results and what happens now
- You Said, We Did



## How People Insight can help

Whether you're looking for best-in-class examples, help engaging stakeholders, or advice on where to focus your results, speak to your Account Manager about how your People Insight team can help.

### Get in touch if you'd like to talk to us about:

- ▶ **Communications** to share why you're doing a survey
- ▶ **Videographics** to share results in a dynamic way
- ▶ **Support** with your Comms plan

### Keep in touch

Find out more. Contact us at:

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T: 0203 142 6511

W: [peopleinsight.co.uk](http://peopleinsight.co.uk)



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