

Employee surveys

Employer of choice

Best practice leaders know about the people they are leading. They know when and how to read the small signs that signal changes within their organisation.

Australian Survey Research can help you collect and interpret these signs more effectively so that you can spend more time taking action-responding to your employees' signals of change or dissatisfaction.

Measurement helps retention

Academic research demonstrates that employee satisfaction predicts customer satisfaction, which in turn predicts organisational performance.

As we move to an older workforce, keeping willing and able staff is increasingly important and difficult. Employees can change employers at little personal cost to themselves. Knowing what employees think about their current workplace allows managers to design effective engagement and retention measures.

What to measure

ASR draws from its extensive library of employee questions to match your research objectives with individual questions and matching rating scales.

The issues commonly explored in our employee surveys are:

- Leadership
- Corporate direction
- Team leaders/supervisors
- Empowerment
- People development / careers
- Diversity management
- Communication
- Teamwork
- Interpersonal relationships
- Rewards and recognition
- Life-work balance
- Goal focus
- Resource access and use
- Client service
- OHS
- Job satisfaction & commitment
- Intention to stay
- Engagement
- Client specific issues.

We can combine attitudinal data with organisational data such as time in role, job level, performance ratings, training expenditure, customer satisfaction levels, productivity levels, absenteeism / presenteeism, production volumes and product / service quality to predict metrics such as return on people investment, retention risk and capability.

Benchmarks and specific indices can be developed from employee surveys. ASR also designs cost-effective and time-efficient pulse surveys (small samples and short questionnaires) that can be run several times a year to track progress in key organisational initiatives.

We provide recommendations on survey structure and data linkage, identifying and interpreting results from large quantities of data and recommending action items.

Survey outcomes can reveal:

- Blind spots and hidden strengths
- The level of staff engagement or commitment
- How well employees' job activities are aligned with organisational goals
- The level of openness, trust and internal communication
- The effectiveness of middle and senior management
- Actual or potential areas of staff dissatisfaction
- Work/life balance
- The degree of customer focus.

360° survey offering

Using SurveyManager, ASR offers 360° survey (or variants such as 90°, 180° or 270° surveys) with minimal administrative overhead. SurveyManager allows for unlimited numbers of respondents and people receiving feedback. It also contains standard 360° reports as part of its reporting suite.

Employee communications

Communication activities focus both on pre- and post-survey periods and include manager and employee briefings, announcements of results, data packs and action planning tools. Teaser campaigns, special themes and logos, intranet and newsletter stories, posters and pay slip notices may be part of the campaign.

ASR also advises clients on communications strategies linked to sensitive situations such as mergers, acquisitions, redundancies or the introduction of new work processes.

Service offerings

ASR offers a range of support from total turnkey options to provision of a single activity. The support options, which can be mixed and matched, include:

1. Design of your questionnaire and reports

This may be a refinement of an existing questionnaire or the development of a new questionnaire to your specifications, eg, single or multiple topics, short or long, for a particular audience, in multiple languages, etc.

We can provide an off-the-shelf solution, totally customised or somewhere in-between. Design usually involves some form of qualitative research with key stakeholders, eg, personal interviews of key managers, consultation with external stakeholders and, sometimes, focus groups. We like to pilot test any questionnaire to ensure that questions are easy to understand and have consistent meaning for all involved.

2. Design and implementation of communication activities

Communication activities include employee and manager briefings, posters, pay slip notices, themes/logos, newsletter stories and teaser campaigns. Also included are instructions, FAQs and question explanations.

Communication activities focus on pre-and post survey and include manager briefings, announcements of results, work unit data packs and action planning tools.

3. Provision of survey software for data collection

With ASR you can use any method to collect data. We specialise in web, mobile and paper data collection and can deliver web surveys to any type of device. Employees can receive paper, email or SMS invitations. Our web servers are located in Melbourne, Australia in a high security data centre.

4. Facilitating collection

Facilitated groups often prove valuable in increasing response rates, especially where employees are not used to participating in surveys, or there are literacy issues or there is a high degree of suspicion and mistrust. We can assist in providing facilitators or in briefing your own.

5. Data analysis

ASR employs psychometricians and statisticians to conduct data analysis. We also use statistical analysis tools that provide fast and powerful analysis of your data. Analysis can also be longitudinal and we can help you develop and track benchmarks.

We can generate customised engagement indices that are based on your data, your culture and your climate.

ASR has tools for automating individual business area or branch reports. Hundreds or thousands of reports can be produced in hours or days using a standard template but with individual unit results.

6. Interpretation

We provide our insight into what the data is telling us and where you will gain the most leverage in taking action. After this phase, we are able to recommend the most acceptable way of communicating the results to line managers and employees.

7. Executive briefings

We can deliver senior management briefings and facilitate subsequent planning sessions.

We often brief key line managers as well, where we concentrate on explaining how the results affect the work areas they are responsible for, and what their subordinates are telling them about their individual management styles.

8. Full project management

Alternatively we can provide a full turnkey solution, ie, you outsource your survey to us. We will handle all design, communication and logistics issues, as well as write the final report and present it to senior management.

Success factors

We have learned that employee surveys are most effective when:

- The scope of the questionnaire is agreed throughout the organisation
- Individual and organizational issues are addressed
- Transparency is demonstrated by involving an independent researcher
- Line managers are briefed on the results that affect them
- There is a commitment to act on its findings.

Survey outputs

ASR provides you with de-identified raw data as well as numerical, graphical and interpretative text - all to your design and layout requirements. We can also provide data in paper, electronic and web-published formats. You own your de-identified data throughout the survey process and you can do further analysis if you want at any time.

Multiple collection methods

ASR uses a variety of methods to collect employees' opinions, views, ideas and suggestions:

- Paper
- Scannable paper forms
- Web delivered to any device connected to the internet
- Personal interviewing
- Facilitated or unfacilitated groups, and
- Telephone interviewing.

Advanced statistical tools

We use a range of powerful software tools and statistical analysis to give you insight and advantage. And we make it all understandable for the uninitiated.

We can focus our analysis on your current survey; we can do repetitive surveys over time with statistically valid samples which allow us to perform longitudinal analysis; and we can compare your data with other surveys, for example, the same survey two years ago, or someone else's survey and identify any statistically significant changes.

Using different perspectives

ASR balances the use of desktop research (using already published information), qualitative research (selectively interviewing key people) and quantitative research to produce a report of what is really happening in your workforce.

More information?

We are pleased to discuss your particular survey needs and to develop an appropriate solution for you. We also provide software and services in customer satisfaction and market research surveying as well as employee performance management.

Certifications & memberships

ISO 20252 Accreditation from CIRQ
Registered Research Service Provider (number 40503)
Association of Market and Social Research Organisations (AMSRO)
Australian Market and Social Research Society (AMSRS)
Many state and federal government research panels

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