

Employee Surveys

Are you an employer of choice?

Best practice leaders know the characteristics of 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 efficiently and effectively so that you can spend more time taking action - responding to your employees' vital signs.

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 staff is increasingly important and difficult. Once again, employees are able to change employers at little personal cost. Knowing what they think about their current workplace allows you to design effective retention measures.

Other benefits:

- Enabling managers to work "on-the-business" as opposed to "in-the-business"
- Ensuring staff are working to achieve organisational goals
- Litmus test of openness, trust, internal communication, teamwork and empowerment
- Measure of effectiveness of middle management
- An early warning of potential or actual staff dissatisfaction
- Measure of work load "balance"
- Check of customer focus
- Measure of staff engagement.

“Off-the-shelf” surveys

ASR has a number of pre-tested employee surveys you can use. These are cost-effective and comprise various statements (arranged into topics) covering different operational issues which impact on employees.

Employees complete the survey anonymously by nominating how much they agree or disagree with each statement on a one to five scale. You can also use a bivariate scale of “Importance and Performance”.

In each section, people are presented with a series of statements to fully explore their concerns and perceptions. We cover aspects of the leadership team including senior managers. Demographic information is also gathered to provide information on differences in satisfaction levels across different roles, locations, periods of service, etc.

The issues explored in our standard survey are:

- Leadership
- Team leaders/supervisors
- Empowerment
- People development
- Communication
- Teamwork
- Interpersonal relationships
- Rewards and recognition
- Life-work balance
- Goal focus
- Resource utilisation
- Client service
- OHS
- Job satisfaction & commitment
- General comments.



The final employee survey report presents the question responses individually and by topic for the whole organisation and broken down by business unit or major work area. It contains demographic cuts and any free text comments as well.

The business unit breakdowns allow managers to compare the performance of their work areas against the organisational norm, and against internal and external benchmarks.

Custom 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.

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

If you want to design and manage your own survey, we can provide the software to design your instrument, and then collect/analyse the responses. You can purchase our software or use our web site to host your survey.

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.

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
- They are repeated periodically with reference to the earlier surveys.

Survey outputs

ASR will provide you with raw data, numerical, graphical and interpretative text - all to your design and layout requirements. We can also provide data in paper, electronic and web-published formats.

Most importantly, you can have a copy of your raw data at survey completion. In other words, you own your 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
- ePDF's as email attachments
- Fax
- Personal interviewing
- Groups, and
- Telephone interviewing.

The choice of method will vary depending on the needs of the organisation, the technological literacy of employees as well as their access to computers. In most cases we use a combination of methods, most commonly paper and web questionnaires.

Steps in Survey Data Use



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, eg, the same survey two years ago, or someone else's survey.

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, 360° feedback, competency tracking and performance management.

www.aussurveys.com

info@aussurveys.com



Level 1, 600 North Road
Ormond VIC 3204
PO Box 340
Ormond VIC 3204
telephone 1800 068 489

Level 3, 22 Darley Road
Manly NSW 2095
PO Box 807
Manly NSW 1655
telephone 1800 068 489