



Boost Survey Response Rates

We are often asked how to boost employee survey response rates, especially when it is a first survey, or a survey following one where there was little subsequent action. There are a number of ways in which response rates can be boosted, incorporating all of them will give you the best possible chance of getting a good response rate; after all, surveys cost time and money so all the effort needs to be worthwhile by obtaining as many employee opinions as possible! Here are the Employee Feedback top 5 tips on boosting employee survey response rates:

1. Secure Management Support

It is vital prior to the start of any survey project to ensure that the management team are on board and supportive. It is a good idea to send out a note from the CEO or Director prior to the survey to show commitment to post survey action from the highest level.

2. Consider Survey Design & Analysis

Prior to survey distribution, you will need to make sure you understand the purpose of the survey so that a clear message can be given to employees explaining the purpose. Additionally, ensure that the topics in the survey are relevant to employees and assign champions to promote it in their area.

3. Prepare for launch

Communication prior to the launch of a survey is key to getting a good response rate – ensure employees know that the survey is coming, show them how to respond, state what it is for and when the results can be expected. Furthermore, remind and reassure them that the survey is anonymous.

4. Liftoff – keep communicating

Once the survey goes live, ensure that momentum is kept up by sending reminders to employees. Try to get some friendly competition by encouraging teams to compete in terms of response rates. Also, consider incentivising with donations to charity or a prize draw.

5. Timely response & subsequent action

One of the things that gets good response rates is to ensure that results are provided to staff as soon as possible after the survey closes, ensuring transparency. Then commitment to action should follow so that employees know their opinion matters by implementing requested changes.

By ensuring that these tips are followed, you have a greater chance of getting a high response rate to your employee survey. For more tips on how to boost survey response rates, please contact Employee Feedback, we would be happy to help you devise your survey plan from planning to reporting.