

# ClearlyRated's Internal Employee Survey Program

Satisfaction surveys made  
simple.



# Employee Satisfaction Survey

Are your employees engaged?

Do they love working at your company?

An employee survey measures the satisfaction, engagement, loyalty, pride and excitement of your staff. It also provides insight into thoughts, perceptions and struggles that will enable you to grow your bottom line.

## Our Solution: Employee Satisfaction Survey

Measure the satisfaction of your employees through a short and simple 10 question online survey, where responses are anonymous and segmented according to the structure of your company.

Unlike a *Best Places to Work* survey where your employees feedback and ratings qualify you to win an award, ClearlyRated's Employee Satisfaction Survey Program has no strings attached. This will enable you to start a real conversation of what's working, what's not and how you can improve.

# Why Survey Employees?

- Employee Satisfaction has dropped 6% since 2016
- Retention: Listen to and pinpoint employee issues
- Attraction: Celebrate wins and use as leverage in recruiting process
- Validation: Know when you're on the right path with employee satisfaction
- Benchmarks: Stack up against those in your market, use benchmarks for awards such as the Malcolm Baldrige Award
- Engagement: Show your employees that you care and have taken the extra step to hear their opinions and ideas

## INTERNAL EMPLOYEE SURVEY PROGRAM

# Sample Email Invitation

FROM: ClearlyRated  
SUBJECT: [brand] - Short Survey

Hi [fname],

I am excited to offer you an opportunity to share your thoughts and ideas about [brand] by completing an **xx-question** employee survey. Your feedback will help [brand] understand the perceptions and needs of employees throughout the entire organization.

I know you are busy, but the survey is only 10 questions long. Please take a few minutes now to share your thoughts.

**Please click the link below to begin the survey:**  
[link]

Your response is kept anonymous and will be collected and analyzed by ClearlyRated, an independent research firm. [brand] will only see an aggregate of employee responses. If you have any questions regarding the survey, please contact ClearlyRated by phone at 800-921-2640 or by email at [survey@ClearlyRated.com](mailto:survey@ClearlyRated.com).

Thank you in advance for your help with this important survey.

Sincerely,

Eric Gregg  
CEO and Founder  
ClearlyRated

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This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at [survey@ClearlyRated.com](mailto:survey@ClearlyRated.com). Read our Privacy Policy.

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# Sample Survey Questions

You'll be able to customize up to 9 of the 10 question survey template to better align with your internal initiatives and goals.

From our industry research we have identified the top characteristic and behaviors employees say impact their satisfaction with their firms.

*Scaled Answer Options; 0 to 10 & Don't Know: 0 = Not at all likely, 10 = Extremely likely*

1. **Net Promoter Score:** If asked, how likely would you be to recommend [brand] as a good place to work to a friend or family member?

*Scaled Answer Options; 0 to 10 & Don't Know: 0 = Strongly Disagree, 10 = Strongly Agree*

2. **Optimism:** I am optimistic about what the next year has in store for me working at [brand].
3. **Community:** I enjoy working with my colleagues at [brand].
4. **Fairness:** My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.
5. **Recognition:** I receive recognition when I do my job well.
6. **Advancement:** There are opportunities for advancement for me within my firm.
7. **Feedback:** I receive feedback in a timely manner from my immediate manager on my performance.
8. **Pride in Firm:** I am proud to work for [brand].

*Open-Ended Survey Questions*

9. What are the primary reasons behind the ratings that you provided?
10. What can [brand] do to improve your experience as an employee?

# Staffing Industry Benchmarks for Internal Firm Employees

Average 2018 Net Promoter Score for Internal Staffing Firm Employees: 35%  
(-6% since 2016)

## Net Promoter Driver Questions

**Optimism:** Industry Average Rating: 7.2 (-1.2 since 2016)

*I am optimistic about what the next year has in store for me working at my staffing firm.*

**Community:** Industry Average Rating: 8.2 (-0.5 since 2016)

*I enjoy working with my colleagues.*

**Fairness:** Industry Average Rating: 6.4 (-2.6 since 2016)

*My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.*

**Recognition:** Industry Average Rating: 7.1 (-1.6 since 2016)

*I receive recognition when I do my job well.*

**Advancement:** Industry Average Rating: 6.1 (-1.7 since 2016)

*There are opportunities for advancement for me within my firm.*

**Feedback:** Industry Average Rating: 7.0 (-1.6 since 2016)

*I receive feedback in a timely manner from my immediate manager on my performance.*

**Pride in Firm:** Industry Average Rating: 8.0 (+0.8 since 2016)

*I am proud to work for my firm.*

# Best Practices | FAQ

### **Anonymity in survey responses**

We promise anonymity to your employees when they respond to the survey. This gives them an opportunity to share candid feedback without concern of any repercussion. Anonymity is achieved by hiding all employee contact information and restricting reporting abilities to filter and sort responses.

One of our best practices is for the email inviting your employees to participate in the survey is signed by ClearlyRated's CEO, Eric Gregg. Within this email we invite your employees to contact us directly with any questions or concerns, again providing them with another level of anonymity. Internal Employee survey programs are a true partnership, we want to become an ally for all employees at your firm.

### **Customizing survey questions**

You're able to customize 9 out of the 10 survey questions. The first question, the Net Promoter question, must stay but the other can be customized to align with your internal initiatives. We have many question options that your account manager will share with you or, working together with your account manager, you can draft new unique survey questions.

### **Who should be involved in the survey process?**

We suggest those in a senior leadership position to have full access to the survey results. At a minimum your HR team should be involved in compiling the employee contact list.

### **Clarity on expectations from leadership**

As you announce the survey to staff we suggest shaping the message with an expectation of participation, explain the survey is anonymous and the purpose is to make the organization a better place to work. You'll accomplish this by tapping into staff ideas on how you can grow and improve.

We encourage you to set an expectation that all results will be reviewed and shared with the organization by a specific timeframe.

# Best Practices | FAQ

## Action Plan

Once the survey has closed review the results, specifically the open-ended survey questions. Find common themes in the data and begin to create an action plan with potential process changes, automation adjustments, internal communication, etc.

Your ClearlyRated account manager will help you explore ideas of how to review the results. One exercise we find helpful is *Start, Stop, Continue*. Your account manager will provide a template for you to use.

## Sharing Results

First share results with senior leadership and managers. We recommend sharing the results with the entire organization. When you share results include your Action Plan so employees know what changes they should expect to see and when they will be implemented.

Sharing results with the organization should be a positive experience. All organization from one level to another have shortcomings, these should be recognized addressed and given specific examples of how it will improve. Overall the tone should be appreciative of the time staff spent responding to the survey and excited that for what's to come.

## Incentives for Participation

We all love perks for participation, and it does impact response rate. Examples of these incentives can be if 80% of employees respond everyone will receive a \$5 coffee card or doughnuts in the break room, some organizations will offer a few hours of PTO. Get creative!