



# Maximize Your Employee Experience

An interactive demo of our employee  
survey program

# The ClearlyRated Employee Survey

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The only employee survey that drives meaningful progress on diversity, equity, and inclusion (DEI)

## About the Survey

ClearlyRated helps B2B firms collect actionable employee feedback to better retain staff, while providing critical insights to make their places of work more inclusive, equitable, and engaging for all professionals—regardless of their identity.

### The ClearlyRated Employee Survey Program features:

- Identity-based questions and industry benchmarks to help you measure the diversity of your firm's workforce.
- Satisfaction benchmarks that can be segmented by identity and demographics to identify (and address) disparities in the employee experience.
- Questions designed to weigh employees' perceptions about belonging, meritocracy, and commitments to diversity within your organization
- Anonymous survey responses so that your employees are supported in providing candid feedback without fear of retaliation.

# Inside the Survey

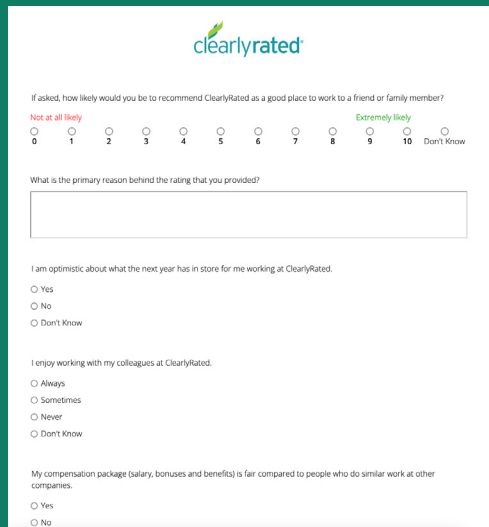
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Let's take a look at the survey questions

# Behind the Questions

We know that the members of your internal team are the lifeblood of your clients' experiences. We also know that employee turnover represents a huge expense, and that unexpectedly losing a key employee can create outsized disruption in already uncertain times.

That's why ClearlyRated's employee survey starts with a question that is a key indicator of retention: the **Net Promoter® Score question**.



The screenshot displays the ClearlyRated logo at the top. Below it, the question reads: "If asked, how likely would you be to recommend ClearlyRated as a good place to work to a friend or family member?". A horizontal scale from 0 to 10 is shown, with "Not at all likely" at 0 and "Extremely likely" at 10. Below the scale is a text box for the primary reason behind the rating. Further down, there are three additional questions, each with radio button options: "I am optimistic about what the next year has in store for me working at ClearlyRated." (Yes, No, Don't Know), "I enjoy working with my colleagues at ClearlyRated." (Always, Sometimes, Never, Don't Know), and "My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies." (Yes, No).

All employees are invited to provide a summary of the reason for the rating they provide on the Net Promoter scale, and this combined qualitative and quantitative feedback provides deep insights for leadership to get ahead of costly employee churn and meaningfully improve the employee experience.

## 13-question digital survey to help business service firms:

- Measure employee satisfaction, and examine whether it varies by demographic.
- Assess your team's perception of meritocracy within the organization.
- Understand how your employees assess your diversity efforts.
- Uncover whether your employees feel they belong at your organization.

Net promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

# The 13 Core Questions

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 0 – 10 answer option)
2. **Comment:** What is the primary reason behind the rating that you provided? [Open-Ended]
3. **Optimism:** I am optimistic about what the next year has in store for me working at [brand]. [Yes/No & Don't Know]
4. **Community:** I [always/sometimes/never & Don't Know] enjoy working with my colleagues at [brand].
5. **Fairness:** My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies. [Yes/No & Don't Know]
6. **Recognition:** I [always/sometimes/never & Don't Know] receive recognition when I do my job well.
7. **Advancement:** There are opportunities for advancement for me within my firm. [Yes/No & Don't Know]
8. **Feedback:** I [always/sometimes/never & Don't Know] receive feedback in a timely manner from my immediate manager on my performance.
9. **Pride in Firm:** I am [always/sometimes/never & Don't Know] proud to work for [brand].
10. **Belonging:** I [always/sometimes/never & Don't Know] feel like I belong at this firm.
11. **Merit:** The best people [always/sometimes/never & Don't Know] get promoted, regardless of gender, race, ethnicity, age, sexual orientation or identity, education or disability.
12. **Support Diversity:** Management [always/sometimes/never & Don't Know] shows that diversity is important through its actions.
13. **Suggestion:** What can [brand] do to improve your experience as an employee? [Open-Ended]

# Demographic Questions

Combat implicit bias with real data When striving to make meaningful progress in the realm of diversity, equity, and inclusion, implicit biases within individuals and across the organization must be identified and addressed.

The ClearlyRated Employee Survey is designed to arm business leaders with real data to uncover and combat implicit bias.

*“Cold hard facts are one of the most powerful ways to combat bias.”*

– Eric Gregg, ClearlyRated Founder & CX Strategist

## What we ask...

### Age: What is your age?

- 25 years old or younger
- 26 to 40 years old
- 41 to 55 years old
- 56 to 74 years old
- 75 years old or older

### Race or Ethnicity: What is your race or ethnicity? Mark all that apply.

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latin
- Native Hawaiian or Other Pacific Islander
- Two or more races
- White (Non-Hispanic)

# Additional Demographic Questions

## Identity: Do you identify in any of the following ways?

- LGBTQIA + and/or sexual orientation minority
- Trans (gender identity/expression does not match sex assigned at birth)
- Single parent or guardian family
- Armed Service Veteran
- Physically disabled
- Disabled in another way (intellectual, sensory, mental illness)
- Have been convicted of or pled guilty to charges other than minor traffic violations
- Other underrepresented groups
- I do not identify as any of these groups

## Gender: What is your gender identity?

- Male
- Female
- Non-binary or gender non-conforming
- Other

## Job-related questions:

- Job title (different answers based on industry)
- Years of experience in your current role
- What is your total annual base salary?

Find more content on the important topic of Diversity, Equity, and Inclusion (DEI) on [our blog](#).

**NOTE:** These demographic questions are optional and will be used to examine and understand whether employee satisfaction varies by demographic.

# Survey Requirements

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See what's required from you to ensure your employee survey is a success

## What We Need from You

Surveying your employees with ClearlyRated **allows your firm the chance to qualify to win the annual Best of Employee Satisfaction award for your industry.** Each participating firm must meet or exceed the following requirements in order to win the award.

### Contact List

To be eligible, you must send the survey to **ALL current US and Canada based full-time permanent internal employees.** No employee can be removed with the specific intent to achieve a higher NPS.

### Response Rate

Participating firms must receive at least **10 completed responses AND must receive a minimum response rate of 50%.**

### Permission

Ensure that the employee survey invites reach the inboxes of all your employees by **adding the ClearlyRated server to your email allow list.**

# Protecting Employee Anonymity

We protect the anonymity of employee survey responses so that your employees are supported in providing candid feedback without fear of retaliation.

We have found that by providing your employees with a pre-survey heads up sent from ClearlyRated CEO Baker Nanduru – instead of your leadership – they are able to have more **confidence in their anonymity** and feel more at **ease sharing honest feedback** in the survey.

Hi [fname],

I am excited to offer you this opportunity to share your thoughts and ideas about [brand] by completing this [question\_count]-question employee survey. This will help [brand] understand the perceptions and needs of employees throughout the entire organization.

**Please click the following link now to begin the survey:**

[\[link\]](#)

(Please note: If you have problems loading the survey, you may also copy the entire link into your web browser)

We want to assure you that your survey feedback is anonymous and no employee of [brand] will see your response in connection with your name. It is important to note that we do use unique survey links for each survey taker to ensure we only hear from each employee once and to avoid gaming that can happen when a single shared link is used, but no employee of [brand] is able to access the information necessary to correlate your unique link to your survey response. Only ClearlyRated employees who are tasked with fielding this anonymous survey can access that information and they are strictly prohibited from sharing that information with an employee of [brand].

This survey includes optional demographic questions that will be used for reporting purposes only. Your answers to these demographic questions will never be directly connected to your individual survey answers and feedback. Reporting on this important information overall will help improve diversity, equity, and inclusion across the company and industry. Please feel free to skip any questions you are uncomfortable answering.

Please reply to this email if you have any questions regarding the survey.

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

Sincerely,

Baker Nanduru  
CEO

ClearlyRated  
522 SW 5th Avenue Suite 600  
Portland, OR 97204  
[www.clearlyrated.com](http://www.clearlyrated.com)

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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 by email at [survey@clearlyrated.com](mailto:survey@clearlyrated.com).

# The Best of Employee Satisfaction Award

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The value of third-party validation

# The Best of Employee Satisfaction Award

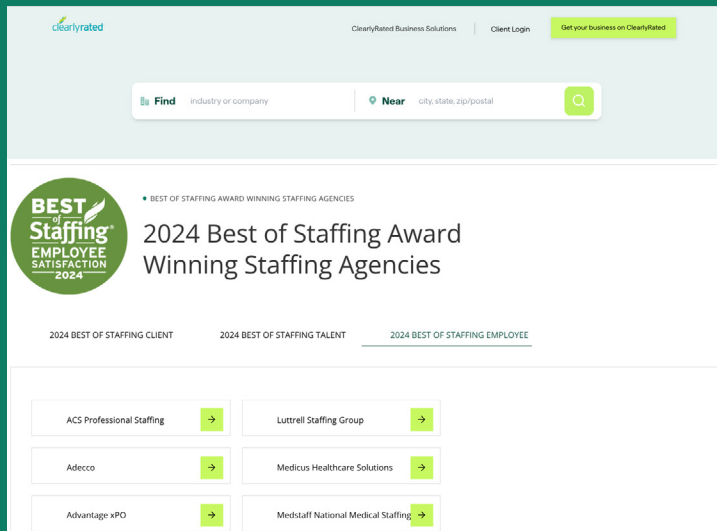
Beyond leveraging survey responses to **boost morale internally**, **it's important to us that measurable proof of an exceptional** employee experience receives **external recognition** to help your firm differentiate in the employer market and make it easier for prospective employees and clients alike to **say “yes” when considering working with your firm.**

As with the **ClearlyRated client surveys**, ClearlyRated will validate employee survey responses for firms who participate in the **ClearlyRated Employee Survey Program**. For those who meet certain eligibility criteria, we will administer **an award recognizing that firm** for their outstanding efforts towards internal employee satisfaction.

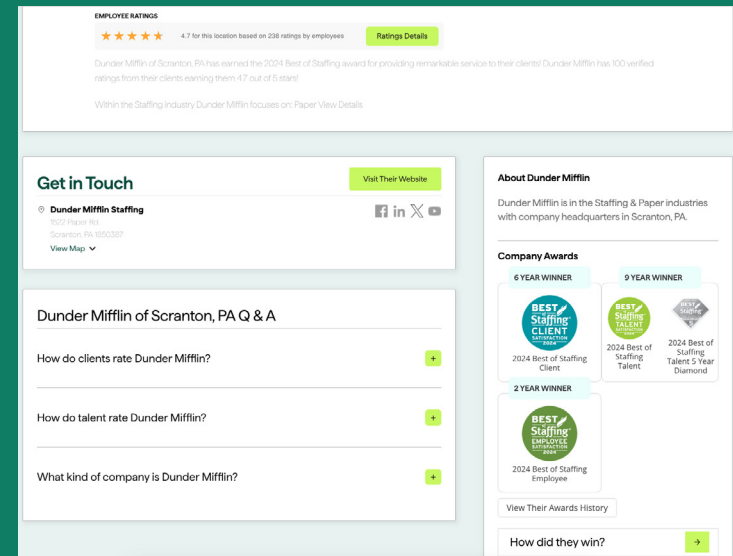
Your award win comes with **resources to help you brand yourself as a winner, and your Clearlyrated.com profile page is updated with your award history.**

# What's Included

## 1. Your firm listed on the ClearlyRated business directory



## 2. A company profile page showcasing your ratings and awards



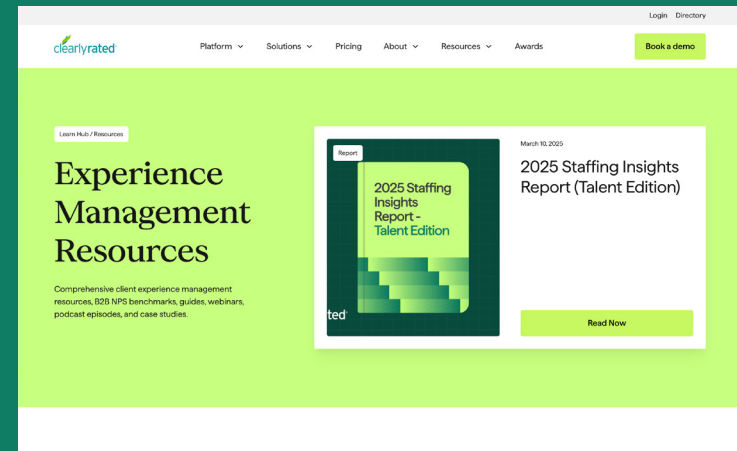
# And there's more...

3. A 'Best of Employee Satisfaction' badge to showcase your win in digital channels



**BEST** of   
**EMPLOYEE  
SATISFACTION**

4. Resources to help spread the news of your win far and wide!



# Post Survey

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Taking action on your employee feedback

# Testimonials & Shout Outs

Upon completing the survey, each employee is given the opportunity to provide an optional testimonial and shout out, both of which are completely anonymous.

## Testimonials

Employee

December 2024

December 2024 x Clear All • Advanced Filters

Survey

Testimonials

Respondent	Response	Date
#####	<p>I love making a difference. What I like working best about Dunder Mifflin is meeting new people and giving people a chance to buy paper. I love being that bridge to changing someone's life.</p> <p>Share On: <a href="#">LinkedIn</a></p>	Dec 16, 2024
#####	<p>Dunder Mifflin is a good place to work. flexibility</p> <p>Share On: <a href="#">LinkedIn</a></p>	Dec 13, 2024
#####	<p>Everyone is very helpful. We work together for a common goal to achieve.</p> <p>Share On: <a href="#">LinkedIn</a></p>	Dec 12, 2024
#####	<p>Teammates are great! I enjoy working with all my teammates. Our group is hard working and care about our employees and clients. With that as a foundation, any obstacles can be overcome and opportunities taken.</p> <p>Share On: <a href="#">LinkedIn</a></p>	Dec 11, 2024
#####	<p>Having a Purpose I wake up every morning excited to go to work because I know I have a purpose. I see and hear the impacts that we make on people's lives and it makes all the hard work worth it!</p> <p>Share On: <a href="#">LinkedIn</a></p>	Dec 10, 2024

Share employee testimonials

Every employee is requested to provide an anonymous testimonial, as these serve as an **essential resource for recruitment purposes**. These testimonials can be included on your company's website, promotional materials, and social media campaigns.

# Testimonials & Shout Outs

These powerful tools allow you to not only celebrate your team’s successes internally but also to showcase them externally. Use this additional feedback to create a positive work environment that motivates and inspires your employees, all while boosting your brand’s reputation.

## Shout Outs

Employee

December 2024

December 2024 x Clear All • Advanced Filters

Survey

Shout Outs

Respondent	Shouting Out	Shout Out	Date
#####	Pam Beasley	Anytime I had any questions about anything, she is there to answer, without any hesitation. <b>Share On:</b> <a href="#">LinkedIn</a>	Dec 16, 2024
#####	Michael Scott & Angela Martin	They have supported me thru many ups and downs - tyl <b>Share On:</b> <a href="#">LinkedIn</a>	Dec 11, 2024
####	Kelly Kapoor	Kelly has been an excellent co-worker. She has taken time with me and is patient when I make a mistake or have questions. I'm grateful to know her and work with her. <b>Share On:</b> <a href="#">LinkedIn</a>	Dec 11, 2024
#####	Meredith Palmer	Meredith always takes the next step when working on projects or issues. She brings together the employees who are involved and keeps work organized and moving forward. She cares about our clients and employees and works hard for our goals to be met. <b>Share On:</b> <a href="#">LinkedIn</a>	Dec 11, 2024
#####	Stanley Hudson	Stanley has taken on our billing process and has wrapped his arms around it in a very short time period. He set goals for himself above and beyond what is asked has reached every one of them. So happy to have him on the team! <b>Share On:</b> <a href="#">LinkedIn</a>	Dec 10, 2024

Celebrate your employee shout outs

Every employee will have the opportunity to **shout out a colleague** who has gone above and beyond for them. Sharing shout outs can boost morale, improve team cohesion, and are just really nice to read.

# The Results

Once your survey has closed, we suggest you review all survey feedback to develop plans and foster discussions for improvement. Don't worry, we'll guide you with resources on how to follow up and thank your employees for their feedback.

## Overall Employee Results

This report will include your overall **NPS** as well as **response rate**. We will also compare your results to our Best of Winners and your specific industry.

## NPS Results By Demographic

This report will provide you with **NPS results by gender, race/ethnicity, and age**. We will also compare these results to our Best of Winners and your specific industry.

## Firm Demographics vs. Industry

This will give your overall firm **demographics by gender, race/ethnicity, and age** compared to your specific industry.

# Our Involvement

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Your team behind the survey

# You're not alone

When collaborating with ClearlyRated, you work with a team of individuals who help execute your survey program and provide a seamless experience from beginning to end. The most important job for you to is to take action on your data!

We will:

- Support your survey setup
- Be available to answer questions
- Provide best practices with taking action post-survey
- Offer support and guidance throughout the survey process




# See It in Action

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Watch a quick 3-minute video for a look at the key elements of the ClearlyRated employee survey in action.

Click to launch the 3-minute demo video on YouTube

# ClearlyRated's — Employee Survey



# Questions?

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Contact us at [sales@clearlyrated.com](mailto:sales@clearlyrated.com)