



# Which Employee Engagement Survey Method is Best?

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# Which Employee Engagement Survey is Best?

It depends on Many Factors. It's unlikely easy to pick up an HR publication or attend a conference to be able to run a employee engagement Survey.

Our learning experience showed during the last 20 year that most of companies "over three-fourths of your employees are actively disengaged, and unlikely to be making a positive contribution to the organisation especially now that new millennials are on coming on board and engaging them is becoming more and more difficult. You will surely need a thorough Employee Engagement Survey to describe



the challenge of engaging and retaining a customer becomes more and more a serious matter to address. Human Resource Director are more in need to understand Millennials more than ever knowing that any organization's success is directly tied to the employee experience.

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Obviously Engaged employees are far more likely to deliver results than disengaged employees and keeping your finger on the pulse of your organization is critical to business growth.

## How Are Organizations Measuring Employee Engagement?

As per a study run by the Harvard Business Review on employee engagement showed that top businesses priority, in this rapid and changing economy, to have a high-performing engaged workforce that is essential for its growth and survival.

the findings of a Harvard Business Review Analytic Services report of more than 550 executives around employee engagement—research that features in-depth interviews with 12 best-practice company leaders.

Only 24% of the organisation that took the survey say that their employees are highly engaged and 71% rank employee engagement as very important.



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**71%**

of respondents rank employee engagement as very important to achieving overall organizational success.

**72%**

of respondents rank recognition given for high performers as having a significant impact on employee engagement.

**24%**

of respondents say employees in their organization are highly engaged.

So, which of these employee engagement survey methods is the most effective? More importantly, which of these employee survey methodologies provides the best information upon which to make critical employee and strategic decisions?

As with most employee-related questions, the answer is, “it all depends.” While one solution or a group of solutions won’t be right for every organization, it is important to understand the options available before settling on a particular solution or set of solutions to use in your organization.

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## Two Primary Employee Engagement Survey Variables: Scope and Frequency

Although numerous variations are currently available, employee engagement survey solutions generally vary by two main factors:

1. **Scope** – Scope refers to the magnitude and depth of the survey
2. **Frequency** – Frequency is simply how often the employee engagement survey will be conducted (annually, quarterly, weekly, always-on, etc.).

These two main factors, scope and frequency, create four primary types of employee engagement survey options. Remember, numerous variations of these four employee engagement survey methods exist. However, they can generally be broken down into the following, ordered from most frequent to least frequent in administration:

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## Always-on Employee Engagement Surveys

Always-on surveys or continuous feedback technology provides “real-time feedback” that can be quickly deployed and reviewed. These employee surveys are typically used in two ways:

1. To gather ongoing employee feedback to the company and/or for employee performance feedback (including reward and recognition). Always-on surveys generally ignore organizational structure, meaning that due to anonymity, survey results don't typically roll up under departments, functions, or specific managers. When used for company feedback, these platforms act as a modern-day variation on the old suggestion box.

6 ways to retain key talents

2. to “take the pulse” of an organization or group, these types of surveys are helpful tools in gauging progress, warning of potential dangers, understanding trends in the employee experience, and promoting action.

3. the Employee anchor survey; These employee surveys have been used for decades. Most of Big organizations use annual employee anchor surveys and, of those,

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Employee engagement anchor surveys carry many different names: employee engagement survey, employee survey, well-being survey, climate survey, employee satisfaction survey, employee experience survey, culture survey, and so on. While there are actually differences between each of these types of employee anchor surveys, that's a discussion for another day. However, they all fall under the category industrial/organizational psychology refers to as "anchor surveys," due to the fact that they presumably form the base around which other employee surveys operate.

[Learn More About Annual Employee Engagement Surveys Including the Pros and Cons.](#)

While various employee engagement survey providers may use different names and features, these four survey types listed above generally cover the range of variations and options. So, which employee engagement survey method is best? As stated before, it depends on your goals, scope, and frequency.

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