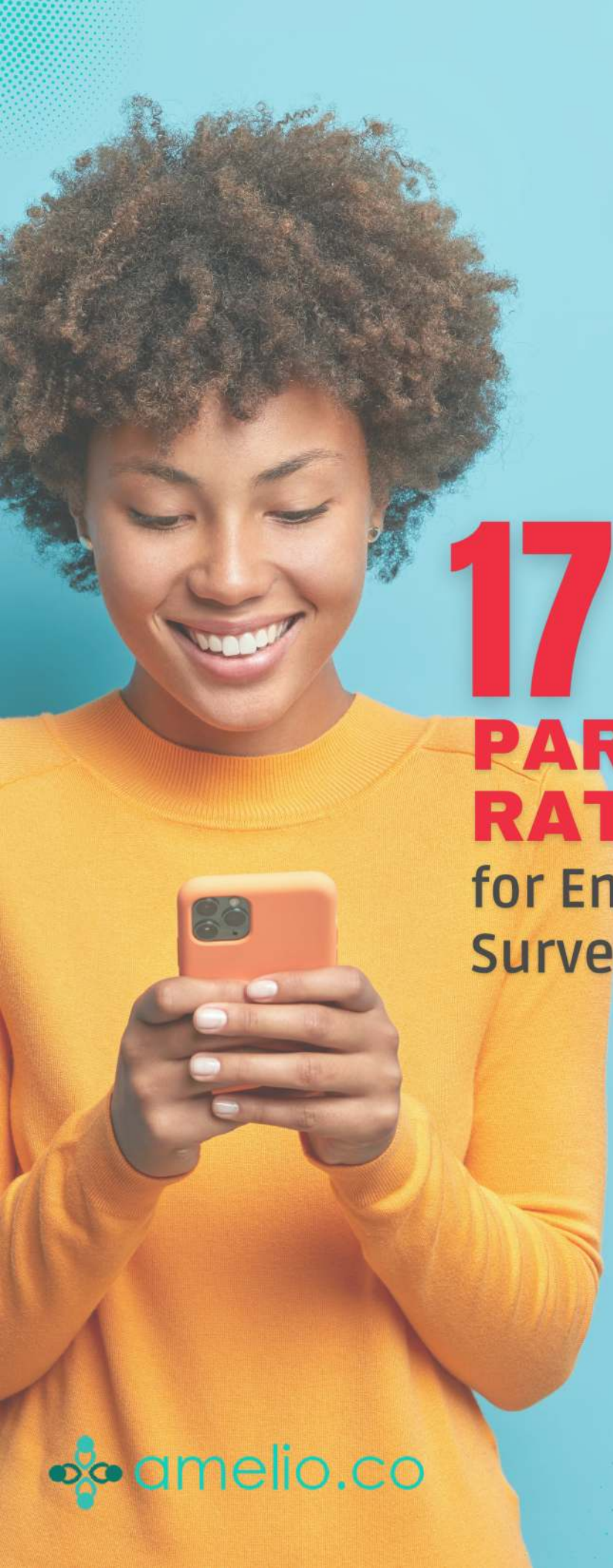


17 Ways to Maximize your PARTICIPATION RATE for Employee Engagement Surveys

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01 EXPLAIN THE BENEFITS



The advantages of surveying your employees may seem evident to your management and yourself, but what are the benefits for your employees?

Ensure they understand **why completing your surveys will help them be happier and more motivated at work.**

How will the results be used? Why do you want to establish an ongoing communication channel with your employees? What changes can they expect? What can they expect regarding their careers, work methodologies, relationships with colleagues and managers, and well-being at work?

Let them know your expectations regarding employee participation in your surveys.

If the shared benefits are real, everyone should understand that making their opinions known is in their best interest.

EXPLAIN THE ANONYMITY 02

Anonymity gives employees **the confidence and freedom they need to provide honest answers...** both positive and negative. And most importantly, constructive feedback!

When participants are anonymous, you receive the most reliable information about how your employees think and feel about your company's culture. Therefore, consider making your survey confidential.

With the Amélio surveys, no personal information is requested from the employee, significantly reinforcing the feeling of anonymity.

Each employee receives a personalized link, providing an extraordinary survey experience and guaranteeing the quality of the data collected.

03 IDENTIFY INTERNAL AMBASSADORS

People generally **seek their peers' approval**. As more employees take action, more will follow.

Use your "***Employer Brand Ambassadors***" to spread the word about the survey and its importance throughout your company.

Identify employees with natural leadership skills. Ask them to participate in the initiative and demonstrate its benefits to their peers.

Use their creativity as a catalyst for their colleagues to get involved.

For example, you could ask them, "*We want an 85% participation rate from our team. Can you find a way to help us achieve this goal?*"

CAPITALIZE ON SMS COMMUNICATION

04



SMS communication represents an essential asset for your company, enabling you to achieve high participation rates in your engagement surveys.

There are many advantages to this communication channel:

- It **facilitates and simplifies survey delivery and experience** for employees who do not have access to a computer.
- Field employees can **complete the survey quickly** without worrying about forgetting.
- Employees can **complete the survey anytime**, even from their homes.

Amélio offers four possible survey delivery options to help you reach all your employees: personalized links sent by e-mail, universal links (QR code), username and password, and SMS.

05 SET UP A ROUTINE

For example, suggest that everyone throughout your company completes the survey **on a specific day of the week and time**.

If your employees usually have lunch together, you could incorporate the routine of completing the survey before going to lunch on Fridays. At 11:45 a.m., visit your employees and remind them to complete the survey. Everyone then leaves together for the cafeteria.

Have the survey be a small "***recurring event***" before lunchtime.

MENTION ONE OF THE QUESTIONS 06

A perfect way to encourage employees to complete your survey is **to include one of the questions in the invitation**, as it will spark curiosity and motivate them to complete the survey.

The Amélio surveys use another tip: if the survey administrator has not defined a personalized invitation message, one of the questions to be answered by employees will automatically be included in the invitation.

07 CREATE AN INTRA-TEAM COMPETITION

As we all know, competition is a powerful intrinsic motivation for achieving goals. This is why you might consider **creating a small competition within teams**.

Why not offer a pizza lunch to the group with the highest quarterly participation rate?

However, **be careful** not to confuse participation rate with engagement rate!

No contest should be based on the highest engagement score, which could bias employees' responses and the initiative's intended purpose.

SET AN ORGANIZATIONAL GOAL

08



Set **an attainable goal to motivate all your teams** to complete the surveys. If your company attains its goal, offer ice cream or sushi at the next employee get-together.

You could also set up a Recognition Day or hold a draw among all the employees who completed the survey.

Moreover, you could offer gift cards, massage or spa days.

Finally, you could offer a paid lunch for one employee with two coworkers of their choice, a pair of tickets to a special event, or even a lunch with the CEO!

09 AVOID SURVEY FATIGUE

According to a study by the University of Riverside, **surveys asking too many identical questions exhaust respondents and generate unreliable data**. The research found that people become tired of answering slightly varied questions.

As a result, respondents are more likely to give homogeneous answers as the survey progresses. Inaccurate results can lead to a totally wrong or counterproductive decision.

Fortunately, this does not have to be the case.

The Amélio surveys let you decide how many questions to ask (for example, 20/month). For each employee, the algorithm selects questions from a bank of over 120 to avoid asking the same question repeatedly. The algorithm also ensures that the sample of questions represents all 12 engagement factors and 38 sub-factors used by Amélio.

BE BRIEF BUT INSIGHTFUL

10

Many studies have shown that **short surveys have a higher participation rate**, as they require minimum effort and time.

A survey with **16 to 25 research-based questions** that can be completed **within 15 minutes** is ideal for gathering sufficient information without tiring participants.

Moreover, even if your surveys are short, you can still get enough information by including open questions.

When assessing employee engagement, you must measure quantitative and emotional features.

Participants can respond more sincerely when they use their words to express their thoughts and feelings about their colleagues, work, managers, and company.

11 DISCLOSE THE LENGTH



In your communications to your employees, you should mention that your survey is short and will only take a few minutes to complete.

For example:

We would like to hear from you. Your ideas are valuable. Please help us enhance your work experience by answering this short 10-question survey. Estimated time: 5 minutes. Thank you very much!

Explain the **number of questions** and the **approximate time** required to complete the survey.

Knowing that the survey will only take a short time will help your employees participate more effectively.

It will also be easier for them to incorporate the survey into their work schedule.

MAKE MANAGERS ACCOUNTABLE

12

When high management makes managers accountable for their teams' participation rates, they become more involved in increasing them.

Set participation rate targets for your managers. If the target is not met, ask why.

Ask managers what actions have been taken to increase the participation rate and what they intend to do to achieve their goals. Ask them how they monitor results within their team.

When employees feel that their managers value their participation and consider their opinions, they are more likely to take the time to complete the survey.

13 INVOLVE THE CEO

The most obvious way to increase the participation rate is by sending a message stating that the company will hold an employee engagement survey.

Ask the CEO to make this announcement by sending a personalized e-mail, making it official and gaining company-wide support.

In this e-mail, the CEO should communicate his commitment to employee engagement—what it really means, why it matters and how it will benefit the company. It should be sent to all employees a week before the survey begins.

Amélio provides several templates to help you easily communicate your initiative throughout your company.

14 SEND SURVEY REMINDERS

Regularly remind your employees of the survey's importance using various communication channels such as **e-mail**, **SMS**, messages on your **intranet,** or even **posters** in your break rooms.

All your firepower must be deployed to ensure your employees know about the survey.

Amélio sends out fully automated survey reminders to help you achieve participation rates exceeding 95%.

Use creativity and humour to surprise your employees. Surveys are serious business, but they do not need to be boring!



ADDRESS THE SURVEY DURING MEETINGS 15

Ensure each manager organizes a **recurring meeting with their team to share the survey's results**.

Which strengths did they identify within the team? Moreover, what are the two or three priorities they have identified for the coming month(s)?

This meeting is an opportunity to discuss some issues thoroughly to determine solutions.

The manager should also share the changes implemented in recent months following their team's feedback. For example, they could briefly mention what was identified as an area for improvement in the last survey and what actions were taken to address the situation.

Employees need to feel that their answers are being dealt with and that they benefit from the implemented changes. No matter how small the change is, seeing something has been done reminds them that their opinion counts for their employer.

16 TURN OFF SOME QUESTIONS

Do you consistently read that there is a generalized problem with a specific mobilization factor, such as team workload?

We advise you to temporarily turn off the questions about this topic **so that engagement discussions with managers do not always revolve around this subject**. Otherwise, it can make the process redundant, add fatigue, and dilute all the other important issues. Of course, the recurring problem must be addressed or, at the very least, recognized and communicated to employees.

You may not have the capacity or the solution to address this recurring problem in the short term. However, you could involve employees in searching for an innovative solution by setting up a committee to address the issue, propose an *ad hoc* survey, or capitalize on Amélio's innovation feature to benefit from your company's internal network intelligence.

COMMUNICATE CHANGES

17



Share **your observations regarding the surveys and the initiatives implemented** during the current year during an AGM.

Also, indicate your understanding of the survey results and the issues you will work on in the coming months.

Above all, indicate which issues cannot be addressed now and why.

This will let your employees know they have been heard and that their employer sincerely considers their opinion.

Employees understand that an employer cannot resolve everything, but they will feel involved as long as they see changes.

Are You Ready to Create an Inspiring Workplace?

Following these tips will significantly increase your employees' participation rate.

Conducting employee surveys on a regular basis helps to improve employee engagement and your company's overall success.

All the techniques you learned in this article are part of the Amélio platform. Moreover, they are the key to the successful approach adopted by the 650 companies that rely on us.

Amélio enables you to generate a positive and inspiring employee experience while offering you simplicity, flexibility and an expert to support you in your company-specific engagement strategy.



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