

Communications

Good communications read like a narrative, using a friendly, warm tone that explains the purpose of the survey. They help you get the most out of your surveys, by encouraging your employees to give their valuable feedback - which helps you understand and improve your organisation.

Survey Launch

Purpose: An introductory email to set the context for the Qlearfit/Deep Dive survey.

Source: This email will be sent by your internal communications or leadership team, outside of the Qlearsite Platform.

Hello,

Your opinion matters. That's why we will soon be asking you to tell us about your experience of working at {our organisation}.

Working with our partner, Qlearsite, we will be sending the {survey name} Survey. This approach will help us to better understand how we're operating as an organisation today, and how to move towards sustainable growth in the future.

In this survey, we'll be asking about {16 core areas of our business, from our current culture and processes to how we manage talent.} Gathering your feedback, our ultimate aim is to make {our organisation} a better place to work for everyone.

If you have any questions about {QlearFit} or this process, please check the FAQ page on {the intranet.} It has clear answers to questions that you may have about this survey - like how we ensure everyone's answers are confidential, and how we'll take action based on the results.

When you receive the survey email please open it, click on the personalised link, and complete the survey in your native language. The survey is short, but will help improve all of our working lives.

Thank you!

Survey Distribution

Purpose: An email sharing the link to the Qlearfit/Deep Dive survey, inviting people to take the survey.

Source: This email will be sent by the Qlearsite Platform on an agreed 'go live' date.

Hello,

Welcome to the {survey name} survey. Your views will help us make {our organisation} a better place to work. It's just a few questions and takes less than ten minutes to complete.

Click on the link to go to your own personalised URL, where you can complete the survey: {insert link}

Remember, this survey is completely confidential and private. Feel free to talk openly and freely about whatever you feel is important.

If you have any technical issues, please email support@qlearsite.com.

Thanks!

Reminder Emails (1/3):

Purpose: An email sharing the link to the Qlearfit/Deep Dive survey, reminding people to complete the survey.

Source: This email will be sent by the Qlearsite Platform on an agreed 'reminder' date to those who have not yet responded.

Hello,

The {survey name} survey has now been live for a week!

We'd really like to hear your opinion on {our organisation/deep dive} and every voice is important to us, so we want to hear yours. Please click on the link below to share your view:

{insert link}

If you have any technical issues, please email {insert email}.

Thanks!

Reminder Emails (2/3):

Purpose: An email sharing the link to the Qlearfit/Deep Dive survey, reminding people to complete the survey.

Source: This email will be sent by the Qlearsite Platform on an agreed 'reminder' date to those who have not yet responded.

Hello,

The {survey name} survey is closing shortly!

You may have been on holiday, or not feeling well - but every voice is important to us, so we'd like to hear yours. Please click on the link below to share your view:

{insert link}

If you have any technical issues, please email {insert email}.

Thanks!

Reminder Emails (3/3):

Purpose: An email sharing the link to the Qlearfit/Deep Dive survey, alerting people of their final chance to complete the survey.

Source: This email will be sent by the Qlearsite Platform on an agreed 'reminder' date to those who have not yet responded.

Hello,

The {survey name} survey is closing today - so it's your last chance to take part! Please click the link below to complete the survey.

Don't miss out on sharing your views: {insert link}

If you have any technical issues, please email {insert email}.

Thanks!

Survey Results Feedback

Purpose: An email outlining the results of the Qlearfit survey, and the next steps going forward.

Source: This email will be sent by your internal communications or leadership team, outside of the Qlearsite Platform.

Hello,

Firstly, I'd like to thank everyone who completed the {survey name} survey - your feedback is so important.

{insert response rate} completed the survey, giving us an accurate insight into what we're good at and what needs to be improved. Overall, the results were positive: we found that we have {insert area of strength} (a strong and supportive culture at {our organisation} which is great news and a testament to our people.)

We also identified areas we can improve, like {insert areas of improvement} (rewards, communication and strategy) - and we're already looking for ways to take action.

The leadership team has been presented with the results, and are working on a plan which we will share with you {insert specific date or event} (next week at the company wide Town Hall meeting).

Thank you again for completing the survey. Your feedback helps us continue our commitment to our people, and make {organisation name} a better place to work.

Thank you!

Post-survey results communications

Below is an example of some comms you can send to your organisation once the survey has been closed. You will need to:

- Tailor the below text/scores depending on the results of your survey as below we have only provided some examples of what could be said.
- Update the roles to be reflective of the roles in your organisation i.e. Directors.
- Check the bold areas in particular to ensure this aligns with your approach.

Example comms

Let me start by simply saying thank you.

I've always said that I want to listen and hear the views of our teams as well as have honest conversations, in my view this is part and parcel of creating the most effective culture within **COMPANY NAME**. It is also a direct commitment from me as your Chief Executive to you the **COMPANY NAME** team.

Our recent engagement survey is a major part of this commitment. Some **XX** per cent (**X,XXX** people) completed the survey. Bearing in mind this is an annual survey I am pleased but building on this response rate will be a target for future surveys as it is really important for me to hear from each and every one of you.

Example comms cont.

I am delighted to share with you some initial insight into your responses from the survey. The overall combined engagement score was **XX** per cent, which is a welcome result and tells us that we have committed staff who go the extra mile for customers and colleagues. As you might suspect the overall score is far from the full story; and although really positive, there is work still to do.

Within the detail of the survey, you have taken the time to offer over **XXXX** individual comments covering a wide range of issues. The **Directors** and I can already confirm that you have provided a rich insight into the things you value about our organisation and those you'd like to see improved which is influencing our thinking. Headline responses said **that people feel suited to their roles and can get the job done. You feel that we are a transparent organisation, but one where processes and tools could be improved. Knowing our customers and giving them a good service was something most of you said was going well, but equally many feel we could do even more.** So, lots to consider and reflect on.

What happens next?

Detailed results will be presented and discussed at senior management team meetings over the next few weeks. Following this we intend to share more detailed results with you all through

your managers. **Some additional 'deep dive' surveys will be needed to understand in more detail specific issues. Most importantly we will develop with you action plans in response to the survey and provide ongoing feedback.**

Finally, this survey highlighted loud and clear that you want us to listen, and we are.

Chief Executive