

ENGAGEROCKET



National Employee Experience Transformation (NEXT) 2021 Programme

Communication Guides



A Strong Communication Plan

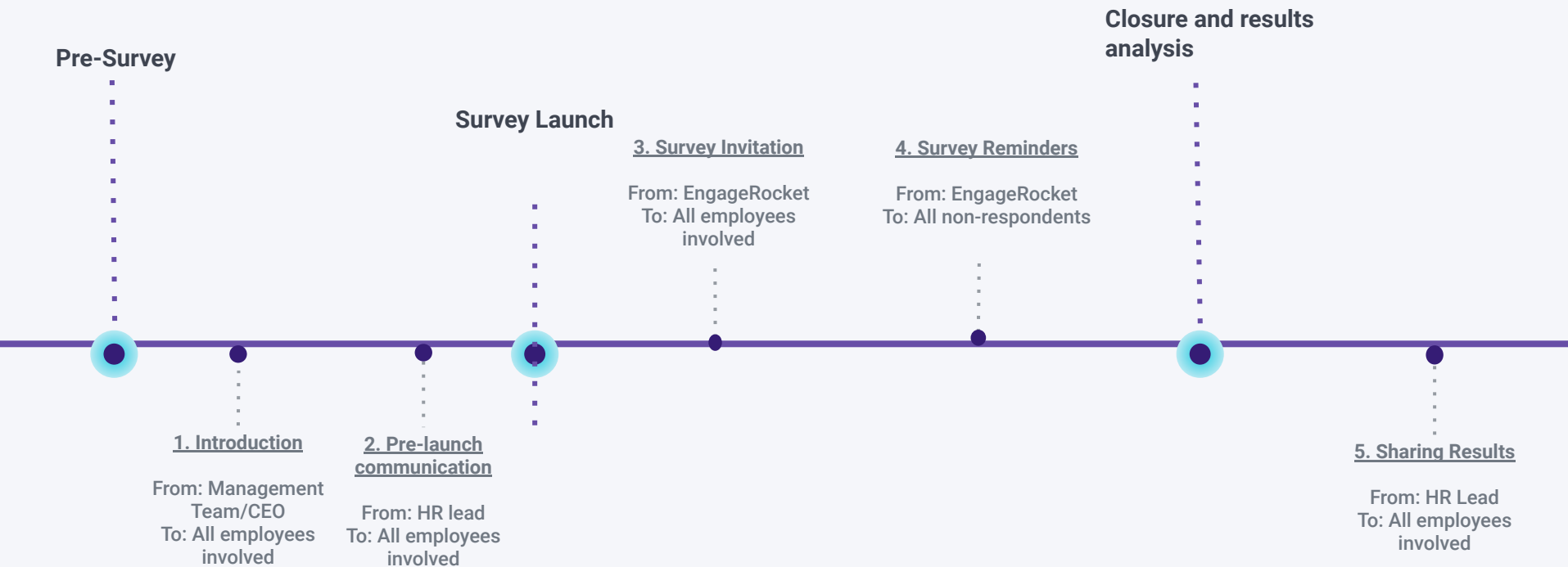
Set your survey up for success by first communicating this initiative to your employees. This guide will provide you with some email templates to share with your teams.

A successful communication strategy will:

1. Lead to high participation
2. Collect meaningful data
3. Provide the greatest support for change



Survey communication milestones



1. Introduction Email

What should be communicated:

- **Purpose:** Why are you launching a survey?
- **Intention:** What will you do with the responses?
- **EngageRocket:** Highlight that the survey will be sent in partnership with EngageRocket to reduce fear of spam

We've created a template that you might find useful.

Email from Management Team Suggested Template:

To: All employees

Hi <First name>,

We're committed to creating the best possible working situation and we want to hear from you. That's why we have partnered with EngageRocket, a platform that allows us to collect feedback and communicate with you to understand how your experience has evolved one year into the pandemic.

On <Launch Date>, we will be running an National Employee Experience Transformation Survey to collect feedback from all our employees.

Our goal with this survey is to:

- Provide employees with a platform to anonymously voice their thoughts and opinions.
- Enable data driven decisions to improve effectiveness and the wellbeing of our employees.

You will receive a survey link from EngageRocket with simple questions about your experiences and measures implemented at <Company>. Each response will make a huge impact on our organisation and how we support you through the current situation. The survey has been designed to take less than 3 minutes.

It is 100% confidential.

EngageRocket has put in place uncompromising practices to ensure that all participants and responses along with results and analysis are confidential.

Thank you for taking the time to collaborate in our efforts.

Kind regards,
<CEO Name>

2. Pre-Survey Notification Email

What should be communicated:

- **Date:** When are you launching the survey?
- **Confidentiality:** Stress that the survey is anonymous

We've created a template that you might find useful.

Email from HR / Department Lead Suggested Template

To: All employees

Hi *<First name>*,

On *<Launch Date>*, you will receive an invitation to participate in a survey from EngageRocket.

The invitation will include a unique link to a short online survey about your experience during this year into the pandemic and the measures implemented at *<Company>*. Your response will be completely anonymous and we urge you to share your honest opinion.

The Survey will open from *<Launch Date>*, to *<End Date>*. Answering these questions should only take a few minutes and your feedback is very important for us to improve our understanding of the current situation.

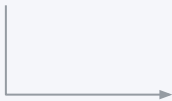
If you have any questions, please get in touch.

Kind regards,
<HR/Department Lead>

Respondent Guide (*clickable image*)

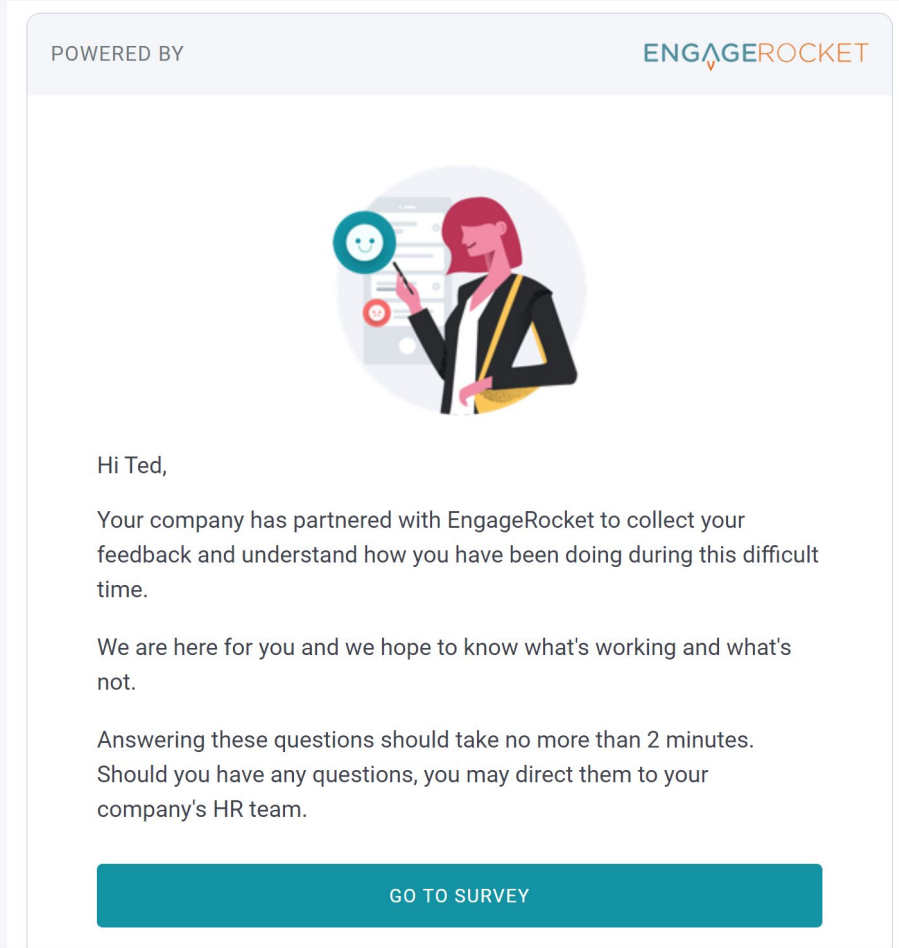
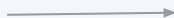
To help guide your employees through the process, we have prepared the following document.

We suggest sharing this with your employees before the survey launch so that they are able to answer the questions.



3. Automated survey invite emails from EngageRocket

Example of survey invitation sent from EngageRocket to your employees on when the survey launches



4. Survey Reminders

Automated survey reminders will be sent **to non-respondents only*

3 reminders will be sent from EngageRocket between the survey launch and the survey closure. Participation is vital to the success of the Survey.

Sending survey reminders is one of the most effective ways of driving the participation rate. It drives buy-in and the higher the participation, the more representative the results.

In addition to the automated reminders sent by EngageRocket, **here is a template you can send to gently nudge employees to participate.**

4. Email reminder from Team Managers/HR Suggested Template

To: All team members

Hey Team,

Don't forget to give your feedback on EngageRocket. If you have already participated, thank you! If not, please take just a minute to complete it.

Don't worry – Your individual responses to the survey will be completely confidential, there's no way for me to know who said what.

Your opinion matters!

Sincerely,
<Team Manager/HR>

5. Results Sharing

It is recommended that results are regularly shared with employees.

It demonstrates transparency and opens up a platform to discuss opportunities for improvement or even to celebrate meaningful change. Sharing results also promotes a shared ownership over the creation of a better working situation!

What to include:

- High-level results: How many participated and what is the overall score?
- Strengths: Where do we excel?
- Opportunities: Where is there room for improvement?

We recommend to discuss the results during a team meeting but you can also send an email. We've created templates that you might find useful.

Email from HR Lead Suggested Template 1

To: All employees

Hi <First name>,

Thank you for participating in our National Employee Experience Transformation Survey. The Survey closed on <End date> with <%> participation.

Using EngageRocket, we will analyse the data collected confidentially. We appreciate the feedback you provided to make <Company> a better place to work.

Our next steps are to focus and work on the areas of strengths and improvements. The insights gathered will be used to inform appropriate action plans that will be rolled out in due time.

Thank you,
<CHRO/Head of People>

A Note on Confidentiality...

Companies and employees frequently ask us if all responses are confidential. The answer is, “yes, all responses are completely confidential.” You can read more about [our strong commitment to confidentiality here](#).

We recommend to **stress the confidentiality to all of your employees in your communications**. This will build trust and ensure a **higher level of reliability in the results**. Here are a couple of examples of how you might want to phrase the confidentiality to your peers:

1. “... your response will be completely confidential and we urge you to share your honest opinion.”
2. “... we believe that confidentiality builds the foundation for honest and constructive feedback. That is why, EngageRocket has put in place uncompromising practices to ensure that all responses are confidential. You may read more here and learn more about their privacy policy here. ”
3. “... your responses will remain completely confidential and not even your manager will know your answers.”