



Employee Surveys

Proposal

By Lionize Consulting

Employee Surveys



- ✓ Employee surveys are an invaluable tool to measure the satisfaction of employees.
- ✓ Research shows that employee turnover costs companies big money every year - as much as 25 - 200% of an employee's annual compensation
- ✓ Understanding the concerns of your employees through tools such as employee surveys enable companies to implement policies and procedures that can improve retention.
- ✓ Studies have shown that there is a correlation between employee satisfaction and customer satisfaction. Satisfied employees increase their job knowledge and their ability to service customers and clients.
- ✓ Surveys are used by companies who wish to:
 - Measure employee satisfaction levels
 - Track changes in employee satisfaction over time
 - Improve overall satisfaction and retention
 - Get actionable feedback at an low cost

Our Mission - Quality, Speed, Affordability, and Service.



How do we manage to offer high quality data, speed, affordability, and client service when the cliché is “pick any two?” Here’s how:

- ❖ **Data Quality**: We use only the most exacting researchers, project managers, analysts, and technical experts and then setup redundant quality assurance processes to assure consistent data accuracy and zero defect deliverables.
- ❖ **Speed**: We use highly specialised and proven online tools and techniques
- ❖ **Affordability**: Two words: efficiency and technology.
- ❖ **Service**: Clients have rated the solution we use at 9.5 on a 10 point scale

Employee Surveys - Benefits



- ✓ Gain employee trust
- ✓ An Increase in employee morale
- ✓ An increase the sense of commitment and loyalty of your employees
- ✓ Fewer turnovers saving companies money
- ✓ Measure employee satisfaction levels and develop actions to improve or maintain.
- ✓ Track changes in employee satisfaction over time and develop actions to improve or maintain.
- ✓ Improve overall satisfaction and retention

Our Approach



We carry out research based in two approaches:

1. Surveys focused on employee sentiment on the following dimensions:

- ✓ Employee **satisfaction** surveys
- ✓ Employee **attitude** surveys
- ✓ Employee **motivation** surveys
- ✓ Employee **opinion** Surveys
- ✓ Employees **retention** surveys
- ✓ Employee **feedback** surveys
- ✓ Employee **engagement** surveys

2. Surveys Focused on Career Lifespan

- ✓ Recruitment
- ✓ Onboarding
- ✓ Employee pulse/ sentiment
- ✓ Special groups
- ✓ Merger & acquisition
- ✓ Diversity & inclusion
- ✓ Fraud/risk management
- ✓ Termination/exit

Dimensional Focus



Employee Satisfaction Surveys

- ✓ Increase the sense of commitment & loyalty
- ✓ Reduced turnovers
- ✓ Increase employee morale
- ✓ Gain employee trust
- ✓ Improved performance

Employee Wellness Surveys

- ✓ Increase morale
- ✓ Diminish stress and burnout
- ✓ Improve performance
- ✓ Reduce staff turnover

Employee Retention Surveys

- ✓ Reduce human capital expenses,
- ✓ Reduce risks associated with employee dissatisfaction
- ✓ Improve employee morale and job satisfaction

Employee Attitude Surveys

- ✓ Give insight into employee motivation, performance & overall satisfaction

Facets Covered by Surveys

- ❖ Overall satisfaction
- ❖ Policies and procedures
- ❖ Compensation & Benefits
- ❖ Training
- ❖ Recognition and rewards
- ❖ Management/employee relations
- ❖ Career development
- ❖ Corporate culture
- ❖ Working conditions
- ❖ Co-worker relationships
- ❖ Responsibilities & expectations
- ❖ Safety other concerns

Employee Feedback Surveys

- ✓ Offer invaluable insight into employee attitudes & opinions
- ✓ Can affect employee retention.

Employee Motivation Surveys

- ✓ First step towards retention

Employee Engagement Surveys

- ✓ Engaged employees are loyal, highly motivated team players
- ✓ Engaged employees perform well, act as positive advocates are less likely leave company.

Employee Opinion Surveys

- ✓ Overall satisfaction

Our Process



Design ⇒ **Administration** ⇒ **Analysis.**

1. Design

- ✓ Involves close coordination between key client representatives and their core Lionize project team (Project Manager & Research Analyst.)
 - The end result is a customized survey tailored specifically to your information needs and strategic objectives.
- ✓ Alternatively, if you have an existing survey draft, a Lionize project manager can review it, suggest revisions based on years of research experience and optimize the survey instrument for Internet, telephone, fax, or paper administration. We offer questionnaire review standard to all clients to assure instrument validity, reliability, and bias reduction.

Survey Design Services Include :

- ❖ Survey questionnaire design consultation or questionnaire review
- ❖ Optional “from scratch” survey design including management interviews by PhD level researcher (additional fee)
- ❖ Access to standard employee or customer survey templates for modifications
- ❖ Customized survey URL (e.g. www.yoursurvey.co.za)
- ❖ Customized online survey with client logo and colors or blind market research survey
- ❖ Professional, attractive and user-friendly survey design
- ❖ Built-in respondent screening to assure all demographic criteria are met
- ❖ Page-level branching logic¹ to assure respondents are given only relevant items
- ❖ Response verification to assure all required questions are completed
- ❖ Save-and-resume feature to allow users to save and later resume a survey
- ❖ One round of online survey revisions
- ❖ Multiple language survey versions (additional fee)
- ❖ Surveys may include response grids, radio buttons, drop-down list boxes, check boxes, choose many list boxes, ranking questions, numerical response fields, and paragraph response fields.
- ❖ Time required: 3-15 days

¹ : For example in a survey for all employee male employees will not be asked questions on maternity leave .

Our Process



Design ⇒ **Administration** ⇒ **Analysis.**

2. Administration

- ✓ Once the design phase is complete, Lionize consults with you to determine the best security level, incentives, deadlines, and respondent notification method for your particular project. We help you with every decision along the way to make the process as easy and stress-free as possible.
- ✓ A secure online survey is paramount to collecting the true sentiments of employees, customers, or potential customers. Lionize can protect the security of your survey while still maintaining respondent anonymity when required.

Survey Administration Services Include :

- ❖ Targeted respondent sampling (for market research surveys)
- ❖ Consulting services to determine best security level, incentives, timeline and notification methods
- ❖ Survey hosting server (online only)
- ❖ Secure connection with 128-bit SSL encryption by GeoTrust for optimum privacy (online only)
- ❖ Secure Upload feature to transfer customer or employee lists in a secure, encrypted environment
- ❖ “Red alert” report for customers surveys
- ❖ Survey pre-test and validation with up to 15 test respondents
- ❖ Integration with CRM software packages
- ❖ Personal Access Code (PAC) level security for optimum security and anonymity
- ❖ Personalized survey invitation to each survey respondent with link- embedded Personal Access Code (PAC)
- ❖ Full technical support for respondents
- ❖ List management services including cleansing for duplicate, invalid, bounced and opt-out addresses
- ❖ Friendly, regular email reminders to uncompleted respondents or personal messages on their home or business voicemail
- ❖ Secure real-time, 24/7 access to survey results during survey administration (available by demographic sub populations)
- ❖ Screening of duplicate/ unauthorized responses
- ❖ Administration of respondent incentive program including official rules composition and prize distribution
- ❖ Time required : Usually 1-3 weeks

Our Process



Design ⇒ **Administration** ⇒ **Analysis.**

3. Analysis

- ✓ In this stage we take your survey results from raw data to insights
- ✓ Now that your survey results are in, you need easy access to the most important, relevant and actionable insights for your organization.
 - Our in-house data analysis staff and senior level researchers are trained to turn your raw survey responses into meaningful and actionable conclusions
 - Lionize can provide survey benchmarking against normative data for an additional fee.
 - We offer standard computer-generated analysis reports with secure real-time, 24/7 access. The reports are designed to provide a variety of statistical, graphical and verbatim results summaries.
 - We also offer a variety of custom analysis solutions including banner reports, custom Excel spreadsheet reports, etc.
 - Consulting services to help you take your survey results to the next level.

Survey Analysis Services Include :

- ❖ Access your survey data directly, even while your survey is still in the field. You can run advanced interactive real-time reports and queries, showing up-to-the-minute survey response rates and results
- ❖ Flexibility to format your reports exactly as you desire with personalized fonts and color schemes and to query and filter the response data according to your specific needs.
- ❖ Once a report is generated, you can save it to your computer in Word, Excel, Power Point or PDF format or publish online

Choose from 6 report types

- ❖ Count and Percent Report
- ❖ Count and Weight Report
- ❖ Bar Charts Report
- ❖ Text Responses Report
- ❖ Crosstab Report
- ❖ All Responses Summary Report

Employee/Customer Satisfaction Insights Report



1) Executive Summary

A high-level overview of survey results intended for top executives, including only the most significant and insightful results highlights and conclusions

2) Mean Analysis

A thorough summary of the weighted averages of your employees or customers responses in easy to read tables accompanied by a narrative giving conclusions and insights

3) Gap Analysis

Compares the data from your current survey to benchmark data from either previous surveys you have conducted or from normative data sources

4) Regression Analysis

Utilizes our proprietary statistical methodology to predict which individual factors of satisfaction have the greatest effect on overall satisfaction

5) Importance-Satisfaction Analysis

Another proprietary analysis methodology which examines the relationship between perceived importance and satisfaction with issues assessed by the survey. Issues are divided into four quadrants based on action priority: Strengths, Action Items, Eventual Improvements and Misplaced Resources

6) Variance by Demographic Subgroup

An analysis of the data broken down by demographics, employee tenure or job position, customer grouping or sales channel, etc. The analysis identifies substantial differences between subgroups that allows you to delineate and act on issues by group

7) Summary of Qualitative Responses

A narrative overview that incorporates the actual text answers given by responses to open ended questions. This analysis allows you to go beyond the numbers and receive a summary of the specific thoughts of your employees or customers.

Our Pricing



Lionize' pricing is simple:

- ✓ Our pricing is designed to be simple and flexible so that you can better understand how total costs might change under a variety of scenarios. Full service survey packages are typically at just R50, 000.00 excluding VAT.
 - ✓ Costs will vary depending on size of engagement, and client needs
- ✓ More accurate pricing is available once the client is engaged and there is an understanding of their needs