

Opinion Survey – An HR tool to Enhance Companies' Performance

The Employee opinion survey (EOS) is a key management tool for performance improvement. At an executive level, knowing where your organization stands, what works internally and what doesn't, is critical information that will influence the strategic decision-making process.

As a management function, HR plays a central role in the gathering of relevant internal data to support the executive team in achieving their goal of making the company more efficient, more competitive and more profitable. Thus, in a changing organization, data gathering and analysis are key to identifying internal issues that need to be addressed and defining specific action plans.

If collecting data is becoming the norm, exploiting it remains a challenge for an important number of companies due to the complexity of the data analysis process and because opinion surveys become efficient only when integrated within a repeated process that seeks to continuously achieve improvement. The goal is to use available resources in an optimal way, taking into account the changing environment of the organization.

When planning and developing an opinion survey process, do consider the different points below:

1. PREPARATION OF THE SURVEY

Before launching the survey, preparation is required in order to identify & establish:

- **Objectives** related to the expected results of the survey
- The **timing** for implementing the survey must be carefully chosen to avoid any unusual or external influence that might impact the results
- The **frequency** of conducting surveys
- The **operational aspects** defining the entire process of the survey as well as the different logistics that need special attention.
- A **communication** strategy, in order to present employees with the preceding points and to actively involve them in the process.

2. DESIGNING THE QUESTIONNAIRE

The questionnaire is usually specific to each organization and for sure you already have different internal templates that you can adapt. In general, this kind of questionnaire takes into consideration the corporate culture, its jargon and specific vocabulary, and the different problems that need to be analysed. The EOS questionnaire must comply with the defined and contextualized objectives mentioned above and it needs to be coherent with the chosen communication strategy.

3. COLLECTING AND ANALYZING DATA

Sufficient data needs to be collected to ensure the relevance of the results and guarantee the confidentiality of the respondents. Analysis' results are either quantitative or qualitative. They allow the company to measure levels of satisfaction as related to the different themes. The correlations between the different answers help identify both key levers of major impact and the corrective actions to be implemented.

4. FOCUS GROUPS AND ACTION PLAN

Based on the results and especially on the impact analysis, the main problems are identified. Focus groups aim at finding practical and realistic solutions to enhance and improve the situation promptly. Focus groups both foster and promote a collaborative atmosphere and contribute intensively to the success of the implementation of recommended changes.

Our partners at SPARK DATA ANALYSIS will be happy to provide you with more details, if needed. They are an entity affiliated to an entity affiliated to SPARK HR, Swiss company specialized in performance management. In addition to data analysis, SPARK HR provides human resources management and assessment & development centres that help selecting managers or developing employees' competencies.