

I
The
concept

FORMAT

A questionnaire can be offered as a paper-pencil version or digitally. For example, if not every employee has access to the Internet, both formats should be available. In the age of digitization, online surveys are an efficient solution. In addition, an employee survey via smartphone, PC, laptop or tablet offers numerous advantages.

12 ADVANTAGES OF DIGITAL QUESTIONNAIRES / ONLINE QUESTIONNAIRES

- + immediate availability of data
- + integrated display formats, depending on the target group
- + Digital authorisation structure - data protection
- + Time and cost savings (paper, postage, mailing)
- + anonymous and randomized
- + large reach (participation from anywhere and at any time)
- + Live monitoring of progress and response
- + Longitudinal section analyses simply possible
- + automatic error correction or assurance of completeness
- + diverse analysis possibilities
- + quick adjustment of the questionnaire possible
- + higher attractiveness for participants

The perfect questionnaire for your employee survey

I The concept

SCOPE

The scope of an employee survey depends on the previously defined goals and content. In principle, the questionnaire should be as short as possible. With less effort for the employees, the acceptance is greater and the participation rate increases. A good compromise between measurement accuracy and user-friendliness should be found in the questionnaire design.

TARGET GROUP

Depending on the objectives, it must be decided whether the entire workforce should be interviewed or whether a specific department or a specific hierarchy level can provide better information on the selected topic. In order to be able to make statements for the entire workforce, either a full survey or a representative sample can be conducted.

DATA PROTECTION & ANONYMITY

A concept must be developed to safeguard anonymity and data protection. It must be decided which persons or groups of persons may view which data at which time. The concept should be approved by the works council and data protection officer.

YOU ARE **CONVINCED** AND WOULD LIKE TO START
AN **EMPLOYEE SURVEY**?
WE ARE HAPPY TO ADVISE YOU.

☎ +49 40 2282 1138 ✉ info@hrpuls.de