

Survey response rate strategies

BUILDING A HIGH RESPONSE RATE

A high response rate is vital for a successful survey program. At TalentMap, we work closely with our clients to ensure they get as many employees to participate in the survey using a variety of pre-survey communication strategies. On average, our employee survey programs elicit an 80% response rate. To help you hit (and even beat) the benchmark average, here's a list of initiatives you can implement to help reach your survey response rate goals.

1. DAY-OF SURVEY LAUNCH PROMOTION

Invite employees for coffee and donuts the day the survey launches to introduce, promote, and build excitement around the survey. Inform them that the survey link will be in their inbox when they return and encourage them to take 20-25 minutes to complete it when they return to their desk. If launching on a Monday, try to launch later in the day—Monday mornings can be quite busy for employees. The objective is to have them complete the survey as soon as they receive the link instead of leaving it to another time.

2. REMINDER EMAIL COUNTDOWN

TalentMap will send survey reminders every few days to employees that have not completed the survey. If response rates are lagging after the first week, you may want to send additional reminders internally. A “countdown” to the survey-end period helps give a friendly reminder to do so. You may want to send a reminder email as detailed below:

- One WEEK into the survey with a subject line “Only XX days left to tell us what you think!”
- On the LAST TWO DAYS of your survey with the subject line “2nd last/final day to tell us what you think!”

3. MANAGEMENT TEAM PROMOTING THE SURVEY

It's important to have employees see support from upper management. Have management take a quick stroll around the office to encourage everyone to fill the survey. In addition, have each department manager encourage their team to complete the survey.

4. OFFICE POSTERS

Print and distribute posters to all managers and send your own HR team on a mission to post posters through different areas of your organization—in lunchrooms, snack dispenser areas, entranceways, stairwells, washrooms, wherever!



5. HOLD A COMPANY AND/OR DEPARTMENT CONTEST

Have a draw for all employees if the company reaches the target response rate or encourage healthy interdepartmental competition by have the department with the highest response rate at the end of the first week win a pizza lunch.

6. SURVEY CHAMPION

Appoint a survey champion. Have them do a quick walk around asking the employees if they have completed the survey.

7. SURVEY WIND DOWN

After the survey, invite employees to wind down with coffee and donuts as a thank you for participating in the survey.

8. TIME ALLOWANCES

Allow employees to wrap up their work day 30 minutes ahead of time so they can complete the survey without interruption.

9. CHARITY DONATION

Communicate to employees that for every survey response the company receives, a donation (i.e. \$1 to \$5) will be given to the organization's charity of choice.

