

FROM TACTICAL SURVEYS TO STRATEGIC INSIGHT

THE QUESTBACK 2015 ANNUAL EMPLOYEE SURVEY REPORT



Four Key Conclusions

BUSINESSES SEE EMPLOYEE FEEDBACK
AS A STRATEGIC BUSINESS DRIVER



70%
State that employee feedback contributes

feedback contributes to delivery of business strategy.



82%
Discuss
employee
engagement
survey findings

at management

meetings.

THEORY AND PRACTICE



90%

Only
carry out
employee
surveys
annually
or every
two years.



30%

Of managers

are not confident this is enough.

USED TACTICALLY

FEEDBACK IS PRIMARILY



81%
Use employee

insight to improve the working environment.



73% See it as a

way to encourage dialogue between managers and employees.



45%
Use feedback

to ensure that

employees are aligned to strategic priorities and goals.



Apply staff feedback to

48%

improve business processes.

65%

LOOKING TO

INTEGRATE DATA



data from different surveys together.



Is your Annual Employee Survey the best it can be?

Talk to Questback to learn how we can add flexibility and reduce costs to your existing survey or help you build a dialogue with employees through continuous

and always-on programmes.

DOWNLOAD THE FULL REPORT HERE.

