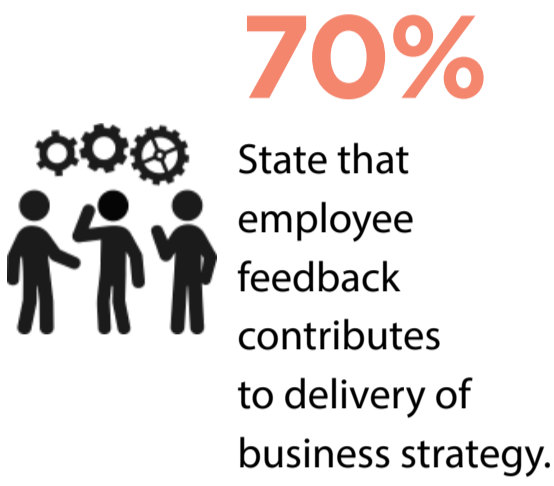


FROM TACTICAL SURVEYS TO STRATEGIC INSIGHT THE QUESTBACK 2015 ANNUAL EMPLOYEE SURVEY REPORT

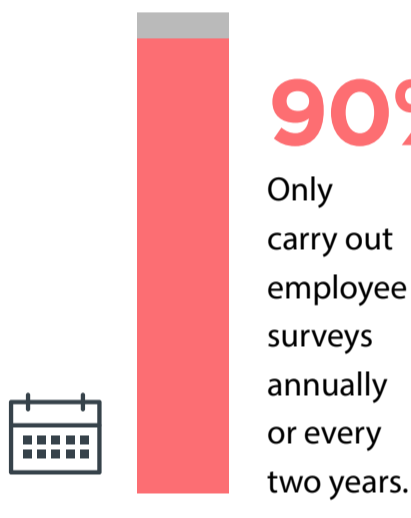


Four Key Conclusions

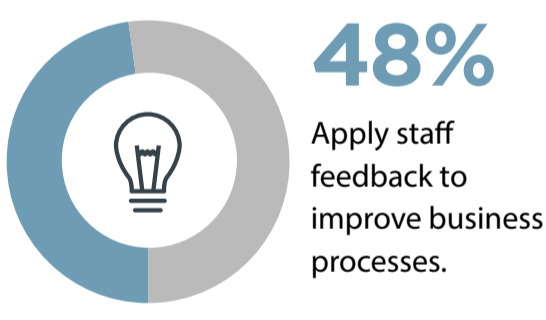
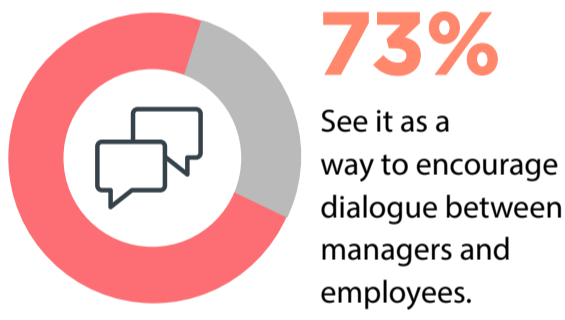
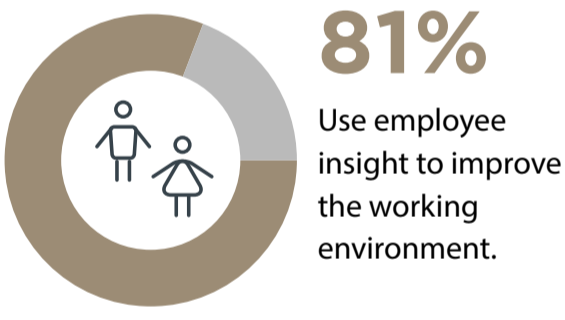
1 BUSINESSES SEE EMPLOYEE FEEDBACK AS A STRATEGIC BUSINESS DRIVER



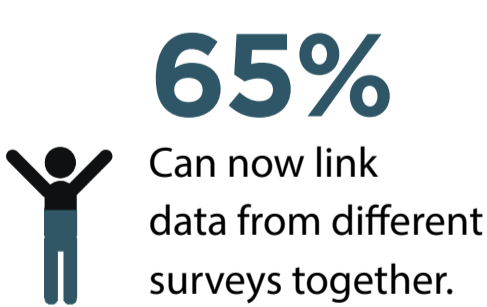
2 THERE IS A GAP BETWEEN THEORY AND PRACTICE



3 FEEDBACK IS PRIMARILY USED TACTICALLY



4 LOOKING TO INTEGRATE DATA



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