



# *EMPLOYEE SATISFACTION*

## **CSTASSET**

**Protecting  
your most  
Valuable Assets**

*“The first step to retention is to ask how are  
you doing”*



# Employee Opinion Surveys

*.....Actionable Data*

## Employee Opinion Surveys

**Successful organizations all have key characteristics in common – they work together to address problems and create a positive work environment. An employee Opinion survey enables a successful organization to operate more efficiently through the use of worker input and satisfaction ratings.**

Employee Opinion surveys are studies of employees' perceptions and perspectives of an organization. The surveys address attitudes and concerns that help the organization work with employees to instill positive changes.

**Employee Opinions are Reality  
...in their minds  
.. until it is changed**

Employee Opinion surveys increase productivity. This is necessary during periods of decreased productivity, for organizations with a limited budget, or generally anytime management believes organizational output can and should be improved. Furthermore, if there is a specific reason for low productivity, such as high staff turnover or poor communication, an employee Opinion survey can help identify possible solutions to these problems.

Employee Opinion surveys are valuable tools when there is a change in the status quo. These changes include a reorganization of the company, an introduction of a new product or service, company relocation, a change in policies, or a period of rapid growth. In these situations, organizations must learn to work and communicate with employees to insure that the results of these changes will be positive. Opinion surveys give employees a voice to assist in making these transitions as smooth as possible.

Additionally, Opinion surveys can set benchmarks for the future surveys, which will allow more in-depth data and the ability to measure improvements.

# Results from Surveys

Through these surveys, organizations can become more productive, plus serve as a basis for quality improvements. By identifying areas of inefficiency and acting on performance barriers identified by employees of all levels, an organization gains a fresh and different perspective.

**Furthermore, when an employee Opinion survey is conducted in conjunction with a customer satisfaction survey, disjoints between employee viewpoints and customer viewpoints can be identified.**

Research has proven that wholly engaged employees tend to be more self-motivated, reliable, and have higher levels of organizational loyalty. Additionally, studies have revealed that an engaged personnel tends to retain employment and has fewer absences. Plus, these engaged employees have higher levels of customer approval and service quality and they regularly achieve, and often surpass, goals.

The information garnered from employee satisfaction surveys can give you the management knowledge that directly impacts the bottom line and fosters positive employee relations in any or all of the following ways:

- Identify cost-saving opportunities
- Improving productivity
- Reducing turnover
- Curbing absenteeism
- Strengthening supervision
- Evaluating customer-service issues
- Assessing training needs
- Streamlining communication
- Benchmarking the organization's process in relation to the industry
- Gauging employees' understanding of, and agreement with, the company mission

**Guest and Employee Satisfaction  
are directly Linked!**



# SURVEY PROCESS

Although each employee Opinion study is tailored to meet the needs of an individual organization, in general, they are aimed at all aspects of the employees' jobs. The study analyzes everything from an employee's workload to their relationships with coworkers and superiors to their salary to company policies and anything in between. Studies can range from focused (targeting specific problem areas) to general (overall employee input).

The survey process is defined by six primary steps;

***Survey Step 1: Clarify Scope & Purpose***

***Survey Step 2: Survey Design***

***Survey Step 3: Survey Administration***

***Survey Step 4: Processing & Report Generation***

***Survey Step 5: Management Review-Understanding Survey Results***

***Survey Step 6: Feedback to Staff/ Improvement Planning***

## **Step 1: Clarify Scope & Purpose and Communicate**

**CST International** will work with you to lay down the foundation for a successful survey process. This includes: understanding your expectations, recommending the survey best suited for your needs, confirming related costs, and establishing a timeline.

The survey process and timeline should be clearly communicated to all employees.

One important factor in deciding to conduct an EOS is management's willingness to support the survey and to respond appropriately to feedback. Management must clearly articulate why the survey is being conducted and how the information will be used. Failure to do so may limit responses and/or bias results.

## **Step 2: Survey Design**

This is the most detailed part of the process. The final document must be one that each employee, from General Manager to each member of line staff feel completely comfortable completing.

Some General Design Aspects to be Considered are;

1. Client Survey Methodology (Paper/Pen, Internet, Mail Service)
2. Survey Cycle Commitment (e.g. all locations, Baseline, Quarterly)
3. Number of Locations and Employees to be Surveyed
4. Number of Questions/Categories/Work Groups on Survey
5. Linkage of Survey to Internal Organizational Program
6. Foreign Language Translations
8. Reporting Structure (Number of Corporate, Divisional and Location Reports and Custom Reports)
9. Feedback and Action Planning Processes
10. Timeline for Completion of all Processes



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