SMART FED – Benefits & Differentiation

SMART FED is a feedback tool that changes the way employees will give feedback to their company/organizations in the future. It is based on an intrinsic approach combined with an object-oriented concept. This enables an open and active employee feedback, which can nevertheless be evaluated in a structured way under temporal, thematic and organizational dimensions.

The benefits of SMART FED

The benefits and thus the core function of SMART FED can be viewed from two perspectives:

1. from the employees' point of view:

At any time, they may share experiences and observations from the organization and their personal work environment that positively or negatively affect
a) their motivation for the job or their commitment to the organization and its goals;
b) their work efficiency and effectiveness;
c) their health and safety at work;
d) their personal development and advancement.

2. from the point of view of the company/organization:

It recognizes key potentials in order to
a) use their strengths in a targeted manner;
b) systematically increase efficiency and effectiveness;
c) continuously improve performance and innovation capability.

It timely identifies developments, changes and conflicts with an impact on
d) the productivity and agility of the company/organization;
e) the quality of the products, services and support;
f) the image, reputation or compliance of the company/organization.

What SMART FED differentiates

- **Feedback without complex or recurring projects**
  SMART FED does not require a lot of planning/preparation and is initiated only once.

- **Feedback without survey fatigue**
  No annoying and repetitive pulse or micro surveys.

- **Feedback without time restrictions**
  Employees can provide feedback at any time – 365 days a year.

- **Feedback without thematic restrictions**
  The employees themselves determine what or whom they would like to give feedback on.

- **Feedback reduced to the core question**
  What is appreciated or what needs to be improved?