

Employee survey – smart

topical – individual – authentic – relevant

Employee Experience is one of the key topics in Human Capital Management. It has changed many things for employees in recent years. Starting with the application process all the way to leaving the company. Only one thing has never changed in this context. How the experiences of the employees are picked up.

For decades, this has still been done in the same way, except for digitalization. Either in the form of the classic employee survey or in the topical popular online variant as a pulse or micro survey.

Due to the methodology, this is a request for feedback in which both the time and time frame as well as the topics are predetermined and inevitably limited.

Another feature of the classic survey is the more or less detailed rating scales in the form of grades, asterisks or emojis to make employees' experiences measurable.

NEW WORK ticks differently

The NEW WORK working world stands in contrast to this. From a cultural perspective, this is characterized above all by agility and diversity as well as a young generation whose core values are self-determination, freedom and a sense of purpose.

The restrictive form of top-down feedback polling has long since ceased to fit in here. It doesn't matter whether it's a classic or a pulse resp. micro survey.

The young generation today wants to decide for themselves when and for what they want to give feedback. It should make sense to them. In other words, it must be relevant to their activities, their job, their motivation, their health, etc. here and now.

In the age of social media, they are no longer interested in rating scales. What



they like gets a like or a dislike if it is not right for them and needs to be improved. Simple and direct. Everything else has no meaning for them. Why should they give feedback via rating scales?

Especially the needs for more freedom and individuality as well as the focus on the relevant characterize the methodical new approach to smart feedback.

This was developed for NEW WORK organizations and the younger generation. Smart feedback focuses on the essence of when and why employees want to give feedback. In the end, it is always about what they really value or what needs to be improved.

Put in a nutshell

Smart feedback therefore gets to the core of employee experience. This enables human capital management to identify in a timely and targeted manner where the organization's strengths, potential and risks lie. In addition, individual perceptions can be distinguished from the experiences of many. This is a decisive advantage for agile action.

The smart feedback approach is a unique combination of the goals of the classic employee survey – structured and evaluable feedback – and the goals of instant feedback – open, individual and direct feedback.

This is what makes smart feedback so valuable and a highly efficient and effective management tool. Companies thus act at the right place, at the right time and with the right priority. Without time-consuming planning and feedback analyses and without annoying employees with constant surveys.

Feedback in a new dimension and quality – topical, individual, authentic and relevant.

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Publications

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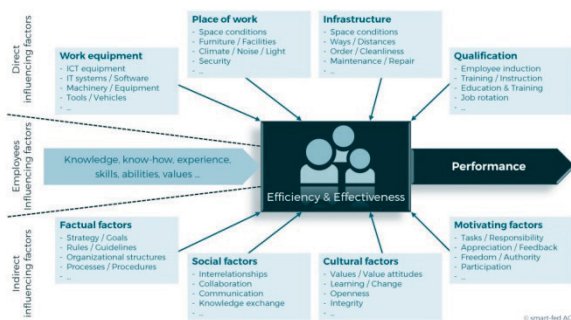
Sustainable Human Resource Management



Dimensions Of Appreciation



Employee Efficiency & Effectiveness



Employee Surveys & Feedback

Forms of employee surveys and employee feedback in companies.

Mood barometer	Pulse surveys	Microsurveys	Employee surveys	Smart feedback
Address: organization Form: online Structure: linear Interval: daily Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Measurement of the general mood in the organization.	Address: organization Form: online Structure: linear Interval: weekly to monthly Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Measurement of the general working climate on the basis of estimated characteristics.	Address: organization Form: online Structure: linear Interval: weekly to semi-annually Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Description of the company in Employee Experience Measurement (EX).	Address: organization Form: online Structure: linear Interval: annual to perennial Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Measurement of employee satisfaction in employees' workplaces.	Address: organization Form: online Structure: linear Interval: at any time Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Identification of potentials for increasing an employee's motivation and commitment as well as increasing efficiency, effectiveness and performance of the organization.
Legend: * Most common occurrence * Selection of the anonymity of people giving feedback * Possibilities for employees themselves to determine what and on what they would like to give feedback * Only if the data is evaluated by third parties and individual feedback cannot be directly or indirectly traced back to individuals, e.g. by using organizational and demographic data.				
Employee review Address: Single person Form: personal Structure: linear Interval: annual Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Bilateral feedback between supervisor and employee.	360° feedback Address: Single person Form: online Structure: linear Interval: annual Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Assessment of the behavior and competencies of individuals.	Instant feedback Address: Single person Form: online Structure: open Interval: at any time Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Direct, personal feedback to individuals within the organization.		

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Stopping Employee Turnover



Micro Surveys vs. Listening



Feedback Without Surveys



Enterprise Risk Management

