

SMART FED abolishes the employee survey

The use of traditional employee surveys at annual or multi-year intervals has been on the decline, and not just since the COVID 19 pandemic.

Among other things, this development can be attributed to the time-consuming nature of employee surveys and the switch to dynamic and short online surveys, which are becoming increasingly popular.

However, the shift to continuous pulse or micro surveys as well as to mood barometers has exacerbated an old problem. The tendency to survey fatigue increases exponentially the shorter the survey intervals become. Reducing the number of questions has at best a short-term positive effect.

In addition, after only a short time, this form of continuous questioning is increasingly perceived by employees as "spying on them". Even if the companies mean well.

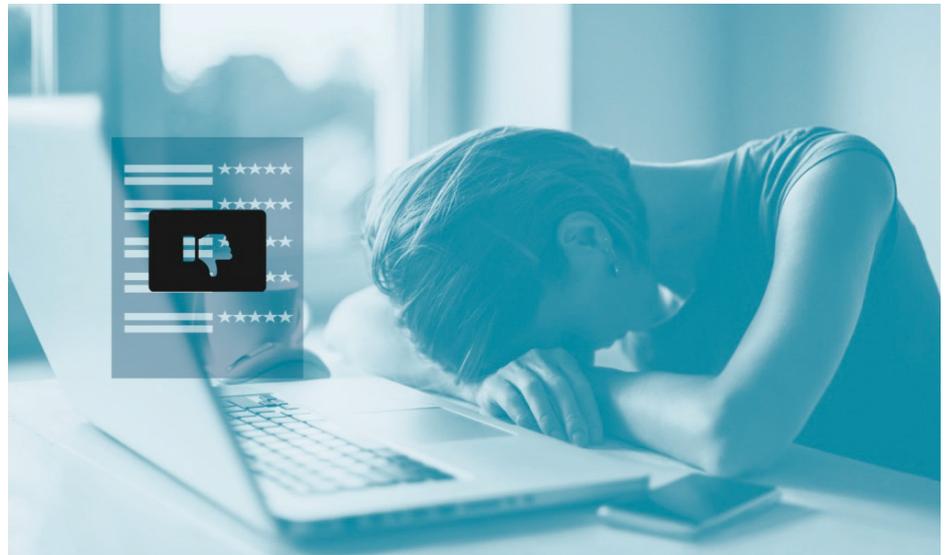
The feeling of being "spied on" is intensified when the delivery of feedback is monitored and indirectly becomes a must.

Under these circumstances, honest and authentic feedback with a reliable meaning cannot really be expected. It becomes a purely compulsory exercise and ultimately a farce, which is fulfilled only more reluctantly each time. The end result is low response rates and/or excellent survey results that have nothing in common with the real mood and situation in the company.

Nevertheless, employees want to be heard. In the context of organizational development, listening has long been regarded as a key competence in corporate management.

However, this view requires a paradigm shift in employee surveys.

"Being able to give feedback" on what concerns you personally must be a possibility 365 days a year and



not a compulsively demanded feedback isolated in time and/or reduced to uncritical questions.

SMART FED abolishes the employee survey for this reason. No matter if classic or in the form of pulse or micro surveys.

Instead, it offers an object-oriented online platform where employees themselves decide when and on what they want to give feedback – anonymously and directly.

In other words, with SMART FED you listen to your employees individually and actively.

This approach is a prerequisite for receiving concrete, honest and authentic feedback.

The insight gained from this is factors more precise and with much more substance and relevance than any type of survey that is limited to a few general questions and short time periods.

This gives companies a valuable and detailed overview:

- how and where efficiency, effectiveness and productivity can be increased;

- how and where employee motivation and engagement can be increased;
- what concrete improvements need to be made in the employees' working environment in order to retain them;
- where internal behavior and actions pose potential image and reputation risks.

In addition to these benefits, there are three other important pluses to using SMART FED.

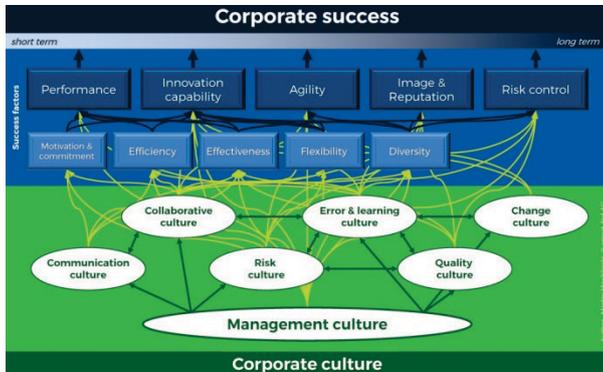
1. Companies save a lot of time and money in managing employee feedback by eliminating employee surveys.
2. The company's image as an employer is enhanced by the provision of an up-to-date platform that allows genuine and active employee feedback.
3. Employees no longer have to turn to external platforms such as Kununu or Glassdoor to draw attention internally to the strengths and weaknesses of the company.

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Publications

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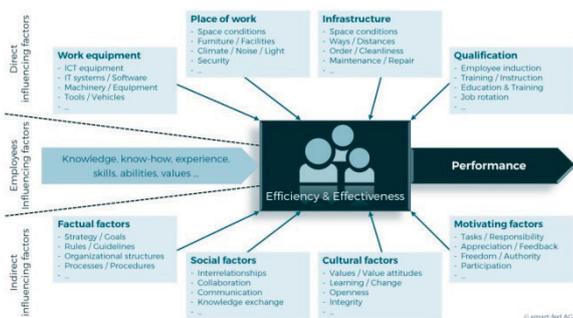
Corporate Culture



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: Identification of the company Measurement (EM). | Address: organization Form: paper/online Structure: linear Interval: annual to permanent Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Measurement of employee satisfaction or employee engagement. | Address: organization Form: text Structure: free structure (free content) Interval: t → at any time Anonymity: <input checked="" type="checkbox"/> Individuality: <input checked="" type="checkbox"/> Goal: Identification of potentials for increasing employee motivation and commitment as well as increasing efficiency, effectiveness and performance of the organization. |
| Legend: * Free content (anonymous) * Protection of the anonymity of people giving feedback * Possibilities for employees themselves to determine what and in 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. It is only organizational and demographic data. | | | | |
| Employee review Address: single person Form: personal Structure: linear/open 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: t → 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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Sustainable Human Resource Management



Employee Survey Smart



Feedback Without Surveys



Enterprise Risk Management

