Expert Recommendations 2026

Tools for Employee Surveys in Companies

Which tools do experts recommend in 2026 for conducting employee surveys in companies? Which survey tools will offer real added value in the future, and which are becoming obsolete?

Over time, it has become increasingly clear that traditional survey methods have little future in the corporate world – whether conducted in classic annual cycles or in the form of continuous micro-surveys.

Even the use of AI-based survey tools does not change this, because there are no fundamental changes in terms of concept and methodology.

From a company perspective, these include above all low response rates and the realization that, despite surveys, there is hardly any substantial improvement in employee engagement, turnover rates, absenteeism, or overall efficiency and effectiveness within organizations.

The fundamental causes lie in the conceptual approach of surveys themselves. They were designed and introduced as instruments to answer academic research questions in the social sciences – not to collect concrete feedback in a highly heterogeneous practical environment.

Employees do not want their feedback to serve academic studies. They want to clearly and simply state what they value about their organization or what, from their perspective, should be changed or improved. And they want to do so with regard to what influences their daily work and performance – not what others would like them to evaluate.

Popular micro-surveys are not a solution either; in fact, they make the problem worse. They demonstrably lead to even greater survey fatigue and become an annoying mandatory exercise – something employees do not appreciate at all.

For these reasons, more and more organizational development experts are turning away from traditional survey methods. These methods do not provide reliable data, as surveys are distorted by a variety of factors. These include low response rates, complacency ratings, outdated or irrelevant topics for employees, fear of reactions from superiors, and academic questions.

This leads to the logical conclusion that employee surveys based on tools such as Qualtrics, Netigate, QuestionPro, Honestly, Haiilo, LamaPoll, etc. are becoming obsolete for the future – regardless of whether they are traditional surveys or micro-surveys.

Anyone who truly wants to identify the real causes of low employee engagement, high turnover and absenteeism, or insufficient efficiency and effectiveness must adopt different approaches.

This is where SMART FED's "Employee Survey 4.0" concept comes in. It replaces the traditional survey methodology with open feedback based on a structured feedback catalog and the central question: What is appreciated or what needs to be improved?

It is essentially a reversal of the survey logic. It is no longer the questionnaire that determines what must be evaluated, but rather the feedback criteria that provide the scope and opportunity to evaluate something. This leads to the following changes in the "employee survey":

- With SMART FED, employees decide themselves when and on what they want to give feedback.
  Thanks to an object-oriented approach, the feedback is in-depth and precise and provides more than just a superficial snapshot of the organization's general mood on broad topics.

- Employee feedback is intrinsically motivated.
  It always has a clear, concrete, and timely connection to the working environment. It is current and relevant to employees.

- Employee feedback is authentic, as it is not forcibly requested at a fixed point in time.
  In addition, a SMART FED specific feedback filter ensures a significantly higher level of anonymity protection.

- The SMART FED feedback portal provides a comprehensive overview of topics relevant to the organization, such as working atmosphere and key factors influencing the performance of employees and the organization as a whole. At the same time, the automated and multidimensional evaluation of feedback enables the identification and prioritization of topics that are truly relevant and significant for the organization.