

The Employee Listening Platform

Why Traditional Pulse Surveys Fall Short

Organizations across the U.S. are facing a growing crisis in employee engagement and retention. While pulse surveys and micro-surveys promise agility, they often create more noise than insight:

- **Surface-level data** without context
- **Survey fatigue** from constant interruptions
- **Fragmented insights** that fail to drive action
- **Delayed impact** on engagement and retention

In a fast-moving workplace, leaders don't just need more feedback – they need **better understanding**.

An Employee Listening Approach: SMART FED

SMART FED is not another survey tool. It's a **comprehensive employee listening platform** designed to uncover what truly drives engagement – and what holds it back.

What Makes SMART FED Different?

1. Depth Over Frequency

Instead of overwhelming employees with constant micro-surveys, SMART FED captures **meaningful, structured insights** that reveal root causes – not just symptoms.

2. Context That Drives Action

SMART FED connects feedback to real organizational factors, enabling leaders to understand why issues exist and how to address them effectively.

3. Reduced Survey Fatigue

Fewer, smarter touchpoints mean employees stay engaged in the process – leading to higher-quality data and stronger participation.

4. Built for Real Change

Insights are translated into clear, actionable strategies – empowering leaders to improve engagement and retention with confidence.

Solving Today's Engagement Challenges

Today's workforce expects to be heard – and to see results. SMART FED helps organizations:

- Identify hidden drivers of disengagement
- Strengthen leadership effectiveness
- Improve workplace culture sustainably

Insights are translated into clear, actionable strategies – empowering leaders to improve engagement and retention with confidence.

Stop Measuring. Start Understanding.

Pulse surveys tell you *what* is happening.

SMART FED shows you *why* – and what to do next.

The Future of Employee Listening Starts Here

If you're ready to move beyond fragmented feedback and start building a truly engaged workforce, SMART FED is your platform.

Listen smarter. Act faster. Retain better.