

SMART FED is revolutionizing employee surveys

The innovative alternative to traditional software tools for employee surveys.

The use of software tools for conducting employee surveys on an annual basis has been on the decline for some time, 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.

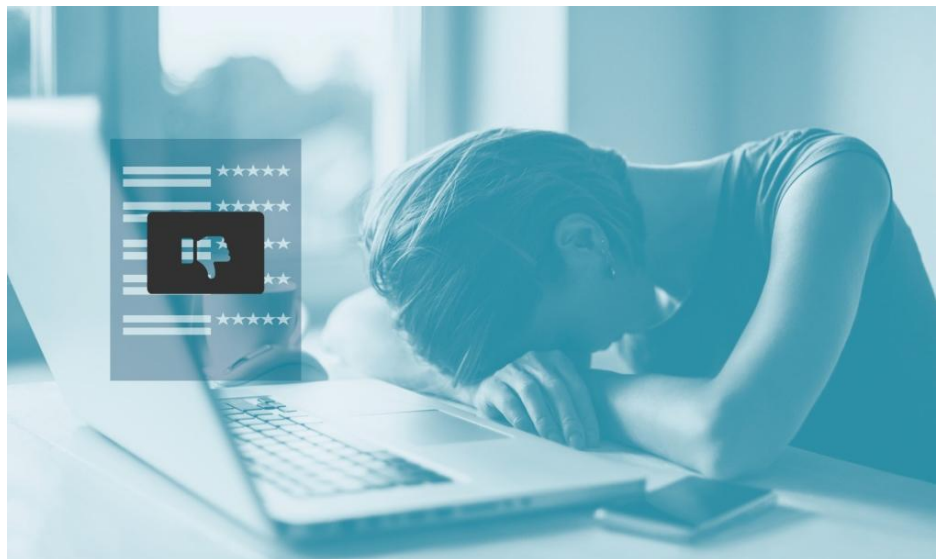
The feeling of being "spied on" is intensified when the delivery of feedback is monitored and indirectly becomes a must.

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 redefines employee surveys. Unlike traditional tools, it doesn't use a top-down approach, but rather a consistent bottom-up approach.

It is based on an object-oriented online platform where employees decide for themselves when and why they want to provide 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.

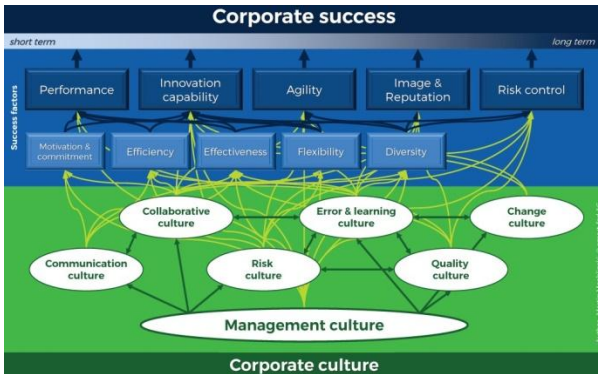
1. Companies save a lot of time and money in managing employee feedback by eliminating employee surveys.
2. The company's image as an employer is enhanced by the provision of an up-to-date platform that allows genuine and active employee feedback.
3. Employees no longer have to turn to external platforms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

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