

SMART FED

Basic Principles – Objects – Process – Analysis

SMART FED is a combination of an employee survey tool and an employee feedback tool. This document explains how this balance is achieved and which principles, objects, processes, and analyses form the foundation of SMART FED's hybrid approach, "Agile Employee Survey 4.0."

Why is SMART FED fundamentally an employee survey tool?

Employee survey tools are based on two core functions:

1. Targeted questions on selected topics with clear evaluation criteria (= specific characteristics/features related to the topics).
2. Rating scales that evaluate the criteria positively or negatively.

Both core functions also form the basis of SMART FED's feedback portal.

The difference between SMART FED and traditional survey methodology lies in the following aspects:

- SMART FED's survey methodology is not based on individual questions, but on one central question: "What is appreciated or what should be improved?"
- Employees are offered a large number of criteria (objects) from which they can select what they would like to evaluate positively or negatively.

Why is SMART FED also a type of feedback tool?

Feedback tools differ from employee survey tools in one central aspect:

Employees themselves decide when and for what purpose they want to provide feedback.

This core principle also applies to SMART FED.

The difference between SMART FED and open feedback tools lies in the following points:

Employee feedback is submitted in a structured manner using a drop-down menu.

Feedback Addressee ⇒ Feedback Topic ⇒ Feedback Criterion

Employees can also provide additional comments on each feedback item.

Principles that shape SMART FED's feedback portal

The following points are central to the functionality of SMART FED:

- Feedback is constructive and concrete
- Feedback is analyzed multidimensionally (time-related, thematic, organizational)
- Feedback addresses, topics, and criteria are dynamically consolidated
- Trends are analyzed and visualized across all feedback levels (short-, medium-, and long-term)
- Signals are prioritized according to time, topic, and organizational relevance
- Qualitative inputs are assigned to feedback recipients, topics, and criteria
- Relevance arises from accumulation and context
- Analyses show changes over time instead of only static averages

Which objects form the basis of SMART FED?

SMART FED is based on an object-oriented approach to agile employee surveys.

The following objects form the basis of SMART FED:

Level 1: Feedback Addressee

To whom or what is the feedback specifically directed (e.g., the organization, supervisors, one's own team, the workplace, the job, employee development, etc.).

Level 2: Feedback Topic

On what specific topic, in the context of the feedback addressee, does the employee wish to provide feedback (e.g., strategy, culture, collaboration, recognition, communication, integrity, workplace conditions, work tools, etc.).

Level 3: Feedback Criteria

What exactly is appreciated or needs improvement in relation to the feedback topic (e.g., openness in communication, information exchange in collaboration, consistency of strategy, reliability of managers' statements, etc.).

In total, SMART FED provides its customers with more than 900 feedback criteria (objects – see <https://smart-fed.com/en/administration/>). Companies usually select between 400 and 600 criteria that are relevant to their organization. If customers identify missing objects, these can be added at short notice at any time.

How does the feedback process work in SMART FED?

The SMART FED feedback process is essentially based on four or five steps:

Step 1: Selection of the feedback addressee – who or what the feedback is directed to.

Step 2: Selection of the feedback topic – which topic the feedback concerns.

Step 3: Selection of one or more feedback criteria – what should be evaluated.

Step 4: Evaluation of the feedback criteria – what is appreciated or should be improved.

Step 5 (optional): Specification/commenting of the feedback – directly linked to the respective feedback criterion.

How does feedback analysis work in SMART FED?

SMART FED links the various objects together in order to generate a precise picture for management of where strengths, weaknesses, and risks exist within the company.

The following data is consolidated and analyzed:

1. Which addressees, topics, and criteria received how much feedback and when (week, month, quarter, year). Distinction between short-, medium-, and long-term developments within the organization.
 2. Which feedback addressees, topics, and criteria stand out positively or negatively compared to other objects and are relevant for organizational development.
 3. Which organizational units and hierarchical levels is the feedback coming from (only if anonymity rules are fulfilled – see <https://smart-fed.com/en/anonymity/>). In other words, where action is required and with what priority.
 4. Which additional information is provided by open comments in relation to the respective feedback topics and criteria in order to respond with the appropriate measures.
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Typical use cases for SMART FED

SMART FED provides feedback on both highly dynamic and static topics that positively or negatively impact the organization.

SMART FED is an EX Management Tool (Employee Experience) at a new level. No topic area is excluded.

Employees provide concrete and constructive feedback on what is relevant to them, what they appreciate, and what they believe should be improved.

Feedback

... on overarching organizational topics

... on their supervisors

... on their team

... on their workplace

... on their job

... on their work equipment

... on employee development

... on onboarding

... on rules and regulations

... on customer orientation

... etc.

Key background information on SMART FED

[⇒ SMART FED - Weaknesses – Criticism](#)

[⇒ AI - From Surveillance Tool to Collective Organizational Intelligence](#)