Mercer   TAAP

Employee Engagement Survey Toolkit

The employee perspective is a strategic imperative.

Access a set of recommendations, practices, techniques and templates to use as you plan your first employee engagement survey or enhance previous efforts.

ℹ️ Already familiar with the survey process? The benchmarking report should meet your needs.

This is the perfect partner to:
Flexible Working Policies & Practices!

✅ **Included in a TAAP+ subscription!**

This product can help you...

- Learn how to gather, measure and action feedback from your employees.
- Identify issues that may be the cause of low performance and unwanted turnover.

What's included?

Toolkit
- Getting started
- Designing a questionnaire
- Conducting the survey
- Analyzing the results
- Sharing the results
- Creating an action plan

TAAP+ bonus

TAAP+ subscribers have quick and easy access to the individual tools contained within this report!

Benchmarking Excel
- Normative data for more than 50 popular engagement survey questions
- Question library of best practices, guidance and recommended actions

What's new in 2024?

This product is moving to an online format which will include access to an interactive benchmarking tool.

Buy Now   **Sample Report**

Take a closer look...

Benchmarking report

Employee Engagement Survey Toolkit | Benchmarking report

Contents

Content	Description
Definitions	A selection of general terms used in this workbook, including the dimensions (categories) included in the global norms.
Global norms	Benchmarking data that allows y... ...sure your company against a set of standards defined based on surveys co... ...lection of key Mercer clients.
Worksheet	Use this unprotected worksh... ...lculations.

You may find the employee engagement survey **question**... ...**practices** helpful, especially when benchmarking against the global norms. The question library will also help y... ...your survey results and identify actions to correct issues that are uncovered through the feedback you receive.

Download Library

This is the 2022 edition of the Employee Engagement Survey Toolkit | Benchmarking report. This report is updated annually; the next edition will be avaialble in June 2023.

| Contents | Definitions | Global Norms | Worksheet |

| Getting started | Designing a questionnaire | Conducting the survey | Analyzing the results | Sharing the results | Creating an action plan |

Designing a questionnaire

Designing a survey is about more than simply compiling a set of questions you'd like to ask your employees. There are several core text-based elements that should be taken into consideration:

- Include welcome or introduction text to help to set the tone and emphasize the importance of each and every employee's participation.
- Reassure your employees that their data will remain confidential at all times. Confidentiality — and communication regarding confidentiality — is paramount for a successful employee survey program. From the start, communications must emphasize the confidential nature of the survey and transparently communicate how information will be handled.
- Share a set of definitions to help create a common understanding among all participating employees and improve the accuracy of the responses you receive.
- If you operate across geographies where more than one language is common, consider whether you want to offer your survey in local languages too.

Along with your core text and your survey questions, you'll want to think about how you'd like to report out the results of this survey. If you're using the "identified" method of collection, does your HRIS contain all the demographics you'd like to be able to cut the data by? If not, you may want to include demographic questions in your survey. Similarly, if you're conducting an "unidentified" survey and would like to cut the data by department, or another factor, make sure you include the applicable questions in your survey.

Read this section to develop an understanding of the core elements of an employee engagement survey, including a selection of sample questionnaires, and sample text and guidance for designing your questionnaire. Click the blue links on the right to download individual reference materials. Use the tabs at the top of each page to navigate to the different report sections.

Click blue items to download.

Section contents
Core text and language considerations
Organizing the output of your engagement survey
Checklist: Building an effective annual engagement survey
Q&A: Gathering employee feedback using a pulse survey
Excel: Sample surveys and questions to get you started
Choosing the right type of engagement survey based on your output needs

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Toolkit

| Getting started | Designing a questionnaire | Conducting the survey | Analyzing the results | Sharing the results | Creating an action plan |

Getting started

Develop your engagement survey strategy

There are various ways in which employee engagement can improve performance — from encouraging innovation to improved efficiency, and reduced employee turnover.

Many organizations conduct an engagement survey, some pulse surveys, as well as onboarding and exit surveys. The best programs will analyze these data together to create a model of the employee life cycle, and help to address a number of questions. What is it that sets your organization apart from others? What drives turnover? How are you treating your high potentials? What engagement profile provides the best model to better business outcomes?

Turning feedback into actionable change can have a big impact on your bottom line:

- More engaged employees means better customer service, and greater customer satisfaction. This resulted in an additional 28 million dollars in revenue for one company. Because happy customers spend more money!

Efficiency was im... ...aged steel mill employees req... ...ours to produce a ton of steel.

Here are a few c... ...tarted in developing a... ...n your organization:

- What are our s... ...e want to achieve?
- Who will be our executive survey sponsor?
- Should we gather stakeholder feedback as part of the planning process?
- How many employees will participate?
- Which type of survey is right for our organization?
- What frequency of data gathering is right for our organization?
- How do we ensure our survey is successful?

Read this section to develop an understanding of the various considerations needed when...

Click blue items to download.

Section contents
Q&A: Best practice for developing an engagement survey
Learn: 6 guiding principles of an annual engagement survey
Learn: 5 fundamentals of conducting key stakeholder interviews
Learn: 5 fundamentals of conducting a focus group
Advantages and disadvantages to using sample or census data for engagement surveys
Unidentified (anonymous) vs. identified (confidential) engagement surveys
Advantages and disadvantages of conducting an identified (confidential) engagement survey
Learn: 3 best practices for using personal identifiers in an engagement survey
Checklist: Key features of successful engagement

| Getting started | Designing a questionnaire | Conducting the survey | Analyzing the results | Sharing the results | Creating an action plan |

Conducting the survey

Once your survey is designed and programmed, you can prepare to launch the survey and begin participation. A core element of this is related to communication — but communication should begin before your survey does. You'll want to let your employees know that the survey is coming and explain why its important for them to complete. Its critical they know that their responses will be kept confidential, and that their responses will help to guide actions that will improve the business and their experiences at your company.

Along with your employees, ensure you're communicating across all levels of your organization. For example, managers can be critical to the success of your survey. Their direct involvement and encouragement of team members will help to garner strong participation across the whole business.

Beyond the various email campaigns and communications, consider other methods for promoting the survey and encouraging participation too. Such as competitions across lines of business that offer a prize for the highest participation rate.

Read this section to develop an understanding of the various considerations when conducting your employee engagement survey. Click the blue links on the right to download individual reference materials. Use the tabs at the top of each page to navigate to the different report sections.

Click blue items to download.

Section contents
Prepare and send emails
Email: Heads up to managers and HR community
Email: Heads up to all employees
Email: Invitation to all employees
Email: Participation reminder to all employees
Email: Thank you for participating
Email: Next steps
Checklist: Engagement survey communication needs by stakeholder
Tips for promoting participation
Learn: 6 guidelines for conducting an online engagement survey

Employee Engagement Survey Toolkit

2024 Release: June 26

Excel and PDF pricing

	USD	EUR
Toolkit + benchmarking report	4,000	3,900
Toolkit only	2,500	2,450
Benchmarking report only	2,500	2,450

Online pricing | Available June 2024

	USD	EUR
Global online	Up to 15 users	6,000	5,900
Global online	Up to 5 users	3,700	3,600
Add single user	1,000	975

Pricing note

The toolkit report is not updated annually as content does not change; it requires a one-time purchase only. The benchmarking report is updated each year with the latest global data.

The base price is USD; EUR prices may differ in the **Mercer Shop** due to currency changes. Price is determined at the time of purchase for all Mercer Shop orders.

Global online orders sold via the **Mercer Shop** automatically renew every 12 months. Renewals will be invoiced on or around the renewal date each year. If you wish to cancel your auto renewal, notify us at least 30 days prior to your expiry date.

Market coverage

This report contains globally applicable content; it is not country or market-specific.