

# 10 WAYS TO MAXIMIZE YOUR RESPONSE RATE



## Communicate from the top

Allow the CEO to inform generally about the survey. Underline the importance of everyone's participation by emphasizing that this is an opportunity to give honest feedback and that the results will be acted upon.



## Emphasize confidentiality

Explain that the survey is carried out by a third party, and that your organization does not have access to raw data or information that ties an individual to an answer. Employees tend to answer the survey more truthfully and correct if they are assured that their integrity is not compromised.



## Appoint a contact person

Allocate a point of contact in your organization who will be able to assist employees with any queries that they may have. It's important that everyone knows who to turn to with their questions. Make sure the contact person is available during the survey and is someone who the employees feel they can trust.



## Create an info package

Send out an information package to the employees with a message inviting them to partake in the survey. The pack can consist information on survey dates, confidentiality, etc.



## Post

Great Place to Work offers posters with information before, during and after the employee survey.

We recommend that you print and post the information around the office about two weeks before the launch of the survey.

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## Remind internally

Great Place to Work sends reminders during the survey to those who have not submitted the survey. We recommend that you send out internal reminders as well. A few short messages, reminding the employees to take the survey, generally increases the response rate.



## Dedicate time

Give your employees time to do the survey. Set aside time during regular working hours when they can take a moment to think about their answers. Employees should not be expected to finish the survey during breaks or after working hours.



## Communicate regularly

Reinforce the importance of and the reasons behind the survey at any appropriate opportunity. Do not only rely on communication through emails or weekly meetings. Instead, use every way of communication available; team meetings, CEO-blog, internal website, social media etc.



## Act on the results

Communicate how the results of the survey will come to use and lead to actions.

Allowing employees to see the results turn into specific actions will benefit the response rate next time you do the survey.



## Be open and transparent

Your employees choose to contribute with their time to give you important feedback that can be used as basis for decisions. They will want to take part in the survey results. By sharing the results with them, you show how their contribution makes a difference and that their feedback is valuable.

Explain the results and be careful not to understate any negative feedback. Being open and transparent does not only benefit trust for leaders but is also likely to increase response rate for the next survey.

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