

# Employee Opinion Surveys



Organisations are unique and so are the people who work in them. This is why every Ipsos MORI employee survey is bespoke. The starting point for us is you – understanding your needs, culture and strategic goals.

Instead of being just another employee survey, we design a people and business improvement tool focussing on improving internal relationships, stimulating employee engagement and supporting linkage with wider HR, customer and business metrics.

## Solutions & Techniques

**Working in partnership with our clients, we identify the most appropriate methods to capture employee opinion and understand behaviour. Our capabilities include:**

### Project management

Dedicated project teams building effective and creative working partnerships; On-line project management survey portals.

### Survey design and administration

Census, tracker or sample surveys; Online; Paper-based; Telephone; and Group self-completion methods.

### Qualitative research

In-depth interviews; Discussion / focus groups (face-to-face and on-line); Piloting studies; Observational studies; Cultural immersion sessions; Solution oriented workshops; Action planning workshops.

### Communication support

Advice and support on communication branding process and messages; In-house graphics team to design communication materials.

### Analysis

Leading-edge analysis techniques to get beneath the data and identify clear recommendations and deliver actionable findings.

### Benchmarking

Geographic & sector coverage; Theme/question and demographic splits (incl. Leadership & Management; Improvement & Productivity; Work Culture/Climate; Learning & Development; Communication; Reward & Recognition; Image & Reputation; Values; Change and Health & Well-being.

### Reporting

We aim to find the right reporting tools for each client to meet the needs of different end users. Reports are designed to the requirements of each organisation and project.

### Action

Support through guides, training & direct intervention.

### Credibility

Long-standing reputation for thought leadership, independence, objectivity and quality.

**Please contact us to discuss your specific employee survey needs.**