



CAPTURE THE VOICE OF THE EMPLOYEE

Today's organizations are exploring new and innovative solutions to improve the outdated and ineffective ways of engaging employees.

Relying solely on one-on-one communication between manager and employee isn't enough to get a pulse on your entire workforce's mood. Companies need a way to easily connect with personnel and understand overall satisfaction levels from every employee consistently.

Annual surveys, or benchmarking, rarely yield any meaningful changes when they are not supported by follow-up throughout the year. Unfortunately the information collected becomes outdated and sentiments felt across the organization at the beginning of the year are likely to change many times over. And while your employees want to be heard, they don't always feel comfortable or have a secure way to share their thoughts and insights.

By combining real-time mood and sentiment tracking, "pulse checks," and periodical benchmarking surveys, you are able to gather enough quantifiable data to create an open forum for discussion and problem solving. This becomes especially vital during times of change, such as rapid growth, downsizing, mergers and acquisitions or changing leadership.

Surveys

Companies rely on HighGround's cloud-based employee engagement platform to do just that. You can continually capture the voice of the

employee through three types of surveys: pulse, benchmarking and polls. Our intuitive platform collects the data and then analyzes the results. Recipients can even respond via mobile device for on-the-spot action.



Pulse

Pulse surveys are brief, occur frequently and ask targeted questions about the mood and sentiment of your workforce.

These surveys help you:

- Monitor the overall feelings of your organization and gain insight into how business shifts, leadership transitions or other changes affect employees.
- Identify and overcome current business inefficiencies, roadblocks and blind spots.
- Share survey results across the organization to encourage accountability and create an open dialogue for positive change.
- Guarantee anonymity to ensure honest, candid feedback.



Benchmarking

Benchmarking takes an in-depth look at how your organization is performing through extensive annual or semi-annual surveys. Use this initial data to generate topic-specific questions throughout the year and make adjustments where necessary. With these, organizations can:

- Gain a wealth of information in just one or two surveys.
- Understand how past management decisions have been perceived.
- Share the results internally to establish credibility, honesty and open communication.



Polls

Polls are an excellent way to take a systematic vote and make fair decisions that concern your company. You can poll by team, location or any other demographic in the system. Ask simple questions, such as where to go for a team lunch, or engage the entire organization by asking where to hold your annual meeting. Employees feel validated and united when you ask for their opinion, giving them a voice.

HighGround Benefits

When you use HighGround's entire survey platform, you'll get access to the "people data" that helps drive strategic engagement. Key data and analytics empower you to make smart decisions that help improve bottom-line results. Companies leverage HighGround to achieve many positive results, such as:

- Greater empowerment and trust with employees
- Instant responses via mobile capabilities
- Elimination of potential problems
- Improved retention with a more satisfied workforce
- A positive, stronger corporate culture
- Better open dialogue across the entire corporation

Make Your Engagement Program Best-in-Class

Capturing the voice of your employees is critical, but just one element of a sustainable engagement program. Companies with best-in-class engagement programs also utilize the HighGround platform for recognition and rewards, performance management and quantitative analytics.

To learn more about how HighGround can help drive employee engagement, **visit: www.highground.com**