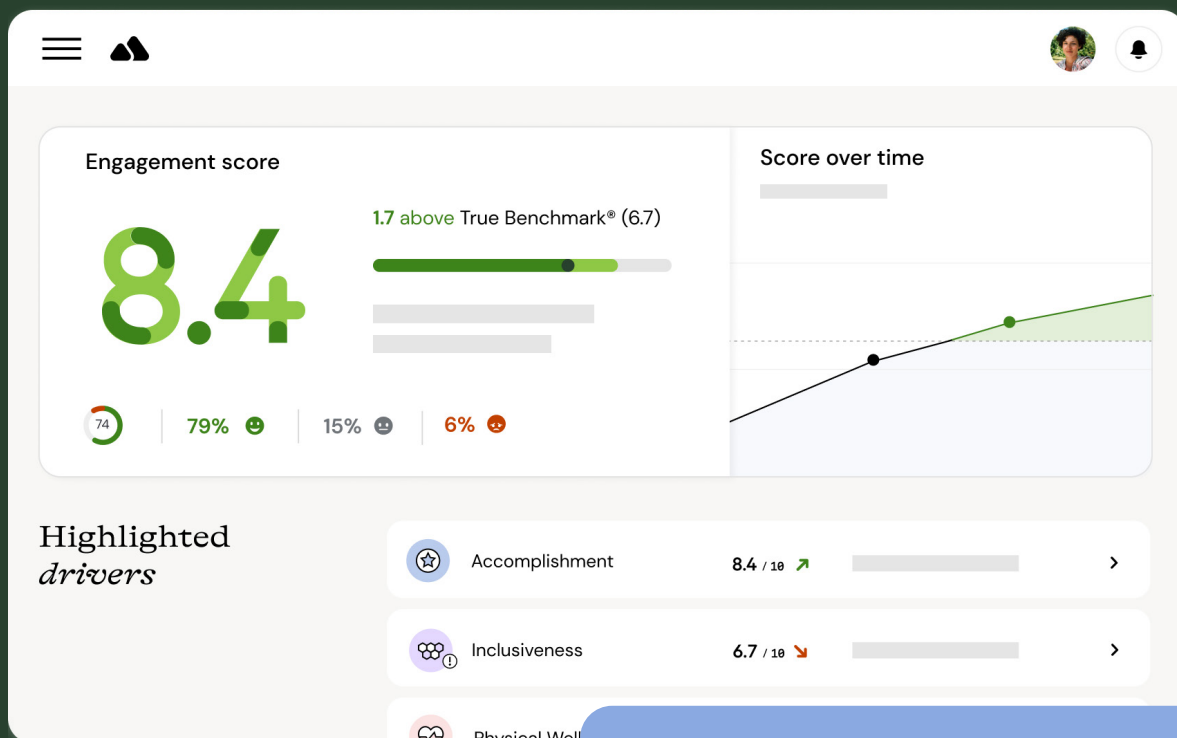


Intelligent *Listening*



An updated approach to measuring the employee experience

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Intelligent Listening



The main aim of collecting employee feedback is to build an accurate picture of the employee experience so that you can address the needs of your people, and cultivate a high-performance culture throughout your business.

Unfortunately, most organisations stumble at the first hurdle. According to a Gartner survey, only 29% of employees agreed with the statement, “HR really understands what people like me need and want.” This lack of understanding happens as a result of the current ad-hoc, disconnected, and one-size-fits-all approach to measuring the employee experience.

Surveys are often designed around a template, not the needs of your employees. They provide regular feedback without being able to identify appropriate action, or show how those actions resulted in meaningful change.

Over time, employees stop providing feedback and become disengaged, impacting other business outcomes such as growth, innovation and customer satisfaction.

The limitations of ad-hoc surveys

Employee survey fatigue

There are two types of survey fatigue which can affect the quality of your feedback:

1. **Survey Taking Fatigue (STF)** – when employees are unable to complete a survey due to a lack of time, poor survey design, or an overwhelming number of questions.
2. **Survey Response Fatigue (SRF)** – when employees ignore the survey altogether, either because they have been asked for feedback too many times, or have failed to see any action happen as a result of the feedback they submitted in the past.

Heavy administrative burden

Employees aren't the only ones that can feel overwhelmed by a manual, ad-hoc approach to asking for feedback. Designing, distributing and analysing the results of an employee survey often requires hundreds, if not thousands of hours of your people team's time. This often requires entire teams spending time on boring and manual work that adds little value.

The ability to measure different aspects of the employee experience and tailor the survey experience to different departments, points in the employee lifecycle and business needs is severely limited by time and resources available within your HR department.

Siloed employee experience insights

In an attempt to gather the insights needed to support their teams, leaders across a business will often resort to creating their own departmental surveys. This not only introduces individual bias into the feedback process, it also creates individual data silos.

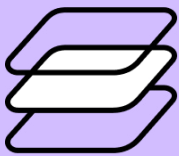
This disconnected approach makes it impossible to build an accurate picture of the employee experience across your organisation. In fact, **48% of employees** think that engagement surveys are not an accurate reflection of reality.



A more intelligent way of asking for feedback

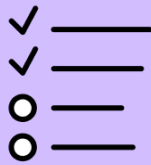
For businesses that understand the importance of an automated, employee-centric, personalised, survey experience that provides connected insights about different aspects of the employee experience in real time, there is another way – Intelligent Listening.

There are three things that set it apart from the current ad-hoc survey approach:



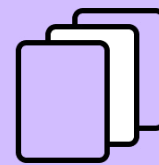
An employee-centric survey experience

Intelligent Listening is designed to provide a streamlined and personalised survey experience for your employees. Questions are automatically adjusting based on their recent feedback and current stage in the employee lifecycle, resulting in more targeted insights about the best action to take in the present moment.



Centralised employee experience insights

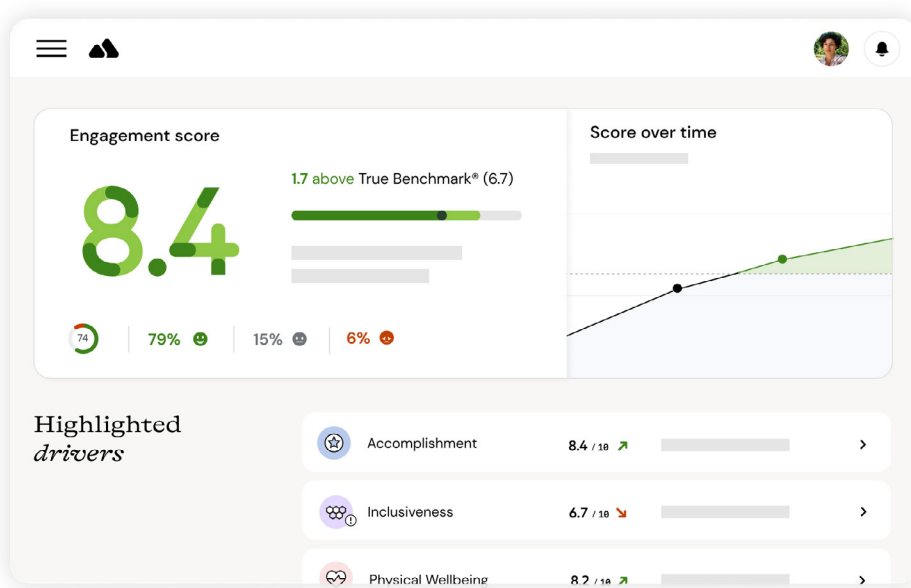
Intelligent Listening provides a fully integrated dataset that makes it easy to identify the key areas of focus. Instead of trying to manually connect the dots using pockets of insights from various sources across the business, people leaders have access to a personalised dashboard of real-time insights about their team – empowering them to act.



Automation, not administration

Intelligent listening automates low-value work using machine learning. This frees up more time for employees to focus on value added work, and gives people teams the ability to support people across the organisation in a way that drives value for the business.

The Benefits of Intelligent Listening



When you automate and centralise the process of collecting employee feedback, it unlocks the ability to demonstrate the ROI of new initiatives, empower your leaders with meaningful insights, minimise employee attrition, and so much more.

People teams can become what they were meant to be — strategic business partners.

To learn more about how Intelligent listening can power your people experience strategies, contact us today.

Contact us!

To learn more about the benefits of intelligent listening compared to annual and ad-hoc pulse surveys, get in touch at: mail@peakon.com

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