Buyer's Guide

EMPLOYEE LISTENING PLATFORM

Are you looking for an employee listening solution to help you collect feedback, discover insights, and ultimately engage your team? We've put together a short guide to help make the buying process easier and help you find the solution that best fits your needs.

WHAT IS EMPLOYEE LISTENING?

There are many ways to define employee listening but at its core, it refers to how you collect, understand, and act on feedback from your workforce. An effective workforce listening solution involves two important pieces. First, it should give your people a place to voice their opinions and share their unique insights with the organization. Most solutions will offer this through surveys or third-party interviews. Second, it should provide a way to help hold leaders accountable to act on the data and insights they identified. A well-rounded employee listening strategy recognizes that taking action is a big part of making your people feel heard.

WHAT ARE THE BENEFITS TO AN EMPLOYEE LISTENING PLATFORM?

When you have an effective workforce listening solution, the result is a people-centric environment that drives continuous improvement and meaningful change. By listening and responding to what people are experiencing, leaders can correct the areas that lead to turnover and focus on the areas that drive engagement and retention. A healthy organization finds ways to make every employee feel heard and supported and is 2.2x more likely to exceed its financial and business goals. A strong employee listening solution can transform your culture and enable your managers and leaders to be successful at work.

We understand there's no one-size-fits-all solution when it comes to your organization. We've identified seven important questions to ask as you evaluate employee listening platforms to find the right one for your organization.

1. **WHAT SURVEY-BUILDING CAPABILITIES ARE OFFERED?**
2. **IS THE SYSTEM ACCESSIBLE AND EASY TO USE?**
3. **DOES THE SOLUTION PROVIDE ACTIONABLE DATA INSIGHTS?**
4. **CAN THE SOLUTION CAPTURE HARD-TO-REACH POPULATIONS?**
5. **HOW IS EXCEPTIONAL SERVICE PROVIDED?**
6. **IS THE EMPLOYEE LISTENING SOLUTION ALL-INCLUSIVE?**
7. **IS PRICING TRANSPARENT?**

What survey building capabilities are offered?

Effective survey design is critical to a successful program. You want the survey building process to be intuitive and help you ask the questions that drive actionable insights. Think about the types of surveys you want to launch and make sure your provider has the tools and features to accommodate them.

Here are a few critical components to ask about:

Are there ready-to-use survey templates available? If so, what types? Do they cover the full employee journey?

Is there a library of validated survey questions?

Are surveys designed by I/O Psychologists and backed by science?

Are surveys fully customizable? Can the questions, format, and design be edited?

Can surveys automatically translate from English to other languages to accommodate diverse workforces?

Are foreign language comments automatically translated to English for reporting results and trends?

Is there automation built into the employee journey workflow to eliminate the need for manual work?

Is the system accessible and easy to use?

An ideal platform should be intuitive and easy to use so that you don't have to spend valuable time onboarding and can get started collecting feedback quickly. You want a solution that will simplify your process and make things easier for you. All the heavy lifting should be done by technology and shouldn't require significant time commitments from you to get it done.

Be sure you can answer these questions:

How long is the onboarding process?

How quickly can you launch your first survey? Can you launch your first survey with minimal training needed?

Can you launch as many surveys as you want?

Does IT need to be involved for implementation?

Can your workforce data automatically integrate with the survey platform?

Are pre-built dashboards available? Do you need to build reports before you can view your data?

Do you have to wait for reports to be compiled before you can access them?

Additional points to consider:

Employee demographics and information should be easy to import from any system without requiring changes to fit a vendor's pre-defined format.

Data is time sensitive and represents the experiences happening at a specific time. The right partner understands the need for real-time reporting and data broken down by custom dates.

Interactive dashboards shouldn't require time to build before you can use them. Real time reports should automatically deliver what you need to tell a story and take action.

Role-based reporting ensures leaders and managers have access to their areas of oversight and delivers insight specific to their people and areas of responsibility.

Look for a provider with intuitive data visualization that makes data easy to digest and highlights opportunity areas.

Platform algorithms should do the analysis for you and provide guidance on the most impactful areas to take action.

Does the solution provide actionable data insights?

There are a lot of cool charts and diagrams that can be used to display data in different ways but without a tool to translate data into actionable insights, your organization can end up spending hours analyzing charts to find the story in the data. A simplified approach that uses backend analytics to identify key insights saves HR, leaders, and managers valuable time.

Here are some features you may want to look for:

Automated recommendations that use intelligent algorithms to identify the areas of greatest opportunity and guide actions based on each leader's specific area.

Action tools that provide targeted suggestions and resources to help make intentional and meaningful changes.

Natural language processing (NLP) to automatically digest all qualitative feedback and organize it into measurable categories.

Comment analytics to organize open-ended comments into topics and sentiments with a snapshot of keywords people are using in their feedback.

Red flag reports that can provide daily alerts to compliance issues such as feedback containing potential litigation, discrimination, or safety issues, etc.

Rehire tools that can identify exiting employees who are willing to return to the organization.

Can the solution capture hard-to-reach populations?

An intentionally designed employee listening platform provides extensive communication methods to meet people where they're at and capture feedback across all levels. With more workforces dispersed, people working different times, with varying availability, look for a partner who is highly skilled at collecting a rich data set and includes multiple communication channels.

Look for the following:

- Outbound phone collection
- Email, SMS, Kiosk
- Multiple email fields available per participant to use for contact
- Achieve high participation rates
- Multi-channel communication strategy

Do they provide exceptional service?

Technology alone can't solve employee engagement and retention issues. You need a partner who can help you execute an effective listening strategy, generate buy-in, help you create a compelling story and link employee experience to business outcomes.

Look for a partner who provides a human approach with experience in organizational psychology, human resources, and change management. Evaluate the level of service offered and check that it meets your needs and expectations.

Here's what you should be asking:

Is service highly responsive and reliable?

Is it designed to provide the tools and support you need when you need it?

What does the support model look like? Is there live chat with a human? Is there a full resource database to answer your questions?

Do you have the option to work with a dedicated success manager?

Can the program be fully managed for you?

Do you have access to a consultant to provide presentations and recommendations from your data?

Is the employee listening solution all-inclusive?

It's important to find the right technology for your organizational needs. While many applications today offer add-on survey tools, many are only surface level features and lack the depth needed to provide a true return on investment. Look for a platform that delivers an all-inclusive employee listening platform that provides all the tools you need in a single solution.

Be sure you can answer these questions:

Are unlimited surveys and users included?

Is it designed to support the whole employee journey? (Onboarding, Engagement, Stay, 360, Exit Interviews, etc.)

What deployment methods are included with the base solution? Are unlimited methods included? (Email, SMS, Kiosk, etc.)

Is real-time data access supported?

Are action planning abilities included?

Are comment analytics and sentiment analysis included in reporting or is it treated as an add-on?

Do you have to pay extra for benchmark reporting?

Is pricing transparent?

You shouldn't feel nickel and dimmed. Everything you need should be clear and transparent in an easy-to-understand price. Here are some questions that can help you be clear about pricing.

Here's what you should be asking:

Are there implementation fees?

Is the price set or should you expect a yearly price increase?

How long is the service contract for?

Do you charge per person, or per completion per survey? (If per completion, determine the participation rate you are being quoted in the price. What if you achieve 70% participation on exits, how much will it cost?)

Are unlimited users included or is each admin seat an additional cost?

Are you paying for a third-party white-label technology? Is the technology owned and managed by the vendor?

Employee Listening Software Comparison

Use this checklist to compare providers against the most important criteria and guide your decision.

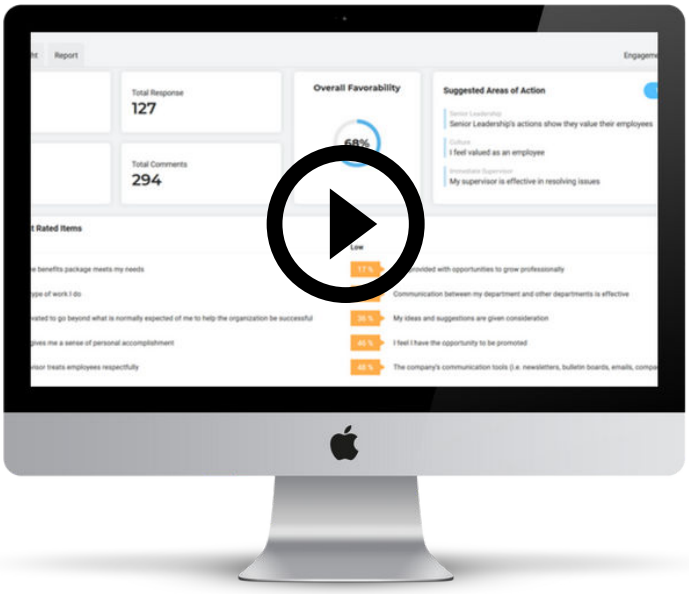
FEATURES	People Element	Option 2	Option 3
SIMPLICITY			
Ready-to-use validated survey templates			
Little lead time to launch survey			
All-in-one employee listening solution			
Automated reminders and alerts			
Intuitive, automated, real-time reporting			
Trigger events to automate always-on survey invitations			
RESPONSIVE AND RELIABLE SUPPORT			
Live chat, email, and phone support			
Admin onboarding and implementation training			
Dedicated support team			
Resource library and training materials			
Outbound phone data collection			
HOLISTIC APPROACH			
Unlimited employee journey surveys			
Anonymous and confidential survey types			
360 Feedback			
On-demand, always-on, and pulse surveys			
Communication strategy for high participation rates			
EASY TO USE			
Customizable			
Unlimited responses			
Mobile-ready surveys			
Multilingual surveys 108+ languages			
Custom-scheduled push reports			
No report set up needed/No upsell required			
Unlimited Email, SMS, and Kiosk			
CONFIDENCE TO ACT			
Manager action guide			
Automated action planning			
Guided best practices and recommendations			
Executive Presentation			
FOCUSED REPORT & ANALYTICS			
Historical trend reporting			
Comparative data sets and benchmarking			
Key driver analysis			
Comparison heatmaps			

Our Vision at People Element

Our vision is to help organizations understand their employees like never before, enabling them to achieve meaningful change in their employee engagement, inspiration, and retention outcomes. We hope this guide helps you achieve the change your company needs to improve the employee experience and, as a result, take advantage of the benefits a highly engaged workforce can provide.

About People Element

We keep the measuring and improving of the employee experience simple by providing you an innovative survey solution that gives you the speed and confidence to act on the things that matter most to the success of your business. Combining an easy to use yet powerful platform with world-class services and expert support, People Element provides the best of both worlds for understanding and improving your employee experience.

Our employee feedback platform gives us the ability to understand workplace trends across thousands of employees to supply insights that help organizations succeed.

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