



Pulse Surveys

7 REASONS THEY MATTER RIGHT NOW
7 KEY FEATURES TO LOOK FOR





As the dynamics of the world of work continue to change at lightning speed, it's more important than ever that leaders have fresh, reliable insight into the hopes, fears, concerns, and goals of their employees. In this turbulent setting – where workplace dynamics are constantly evolving – the traditional, once-a-year employee engagement survey has become nearly obsolete. Instead, it's been replaced – or at least augmented – by agile, easy, low- or no-cost employee pulse surveys.

Pulse survey tools make it possible and highly cost-effective to administer frequent, targeted surveys that keep HR and business leaders in touch with the “pulse” of what employees are thinking and feeling. They address many of the business challenges companies are facing today, including engagement, productivity, and retention. That's particularly important in today's diffused work environment, in which so many humans are now working remotely.

Here are seven reasons employee pulse surveys matter more than ever, and seven key features to look for.

Here's how employee pulse surveys help leaders

1. Boost retention

By providing insights into the concerns and engagement levels of employees, pulse surveys identify patterns that point to the root causes of high employee turnover. In this way, they offer a road map on how leaders can address the issues that motivate workers to look for new opportunities before they begin the job search.

2. Craft flexible work schedules

A Workhuman® iQ survey of more than 3,500 workers revealed that, of those workers planning to look for a new job, nearly one-third (30%) cited “I want more flexibility” as their primary reason for doing so. A pulse survey helps leaders implement and shape flexible work schedules that meet their employees’ evolving lifestyle needs.

3. Better measure employee engagement

Because annual employee engagement surveys take so long to administer, analyze, and report, their findings are often obsolete by the time they are implemented. Pulse surveys, on the other hand, provide fast, accurate insights into employee sentiment, thereby enabling leaders to have a more immediate and greater impact on long-term engagement.

4. Gauge employee sentiment in real time

Pulse surveys slash the gap between the time feedback is gathered and its implementation – often from one year to a few weeks or even days. This means that the employee engagement information collected is in real time and far more relevant.

5. Save time and money

Unlike annual engagement surveys, which take an inordinate amount of time and resources to prepare and administer, pulse surveys are nimble, fast and, in the case of Moodtracker® from Workhuman®, free. This makes it possible and highly cost-effective for just one person to administer frequent, targeted surveys that keep leaders in touch with the heartbeat of what their employees are thinking and feeling.



6. Advance employee experience objectives

The best solutions provide proven survey templates developed by experts, drawing on vast data troves. These templates provide built-in functionality that guides leaders in the selection and composition of questions to align with survey goals. For instance, Moodtracker offers a resilience survey for a work-from-home world, a modern “human-centered” survey, and even a survey that measures the effectiveness of DE&I initiatives.

7. Improve culture by amplifying the voice of employees

Amazing work cultures built on trust don't just spring up overnight. They come from amplifying the voices of your employees, asking questions relevant to today's workforce, and taking the right action. It's against this backdrop – and a world of work that's changing by the moment – that employee pulse surveys are more important than ever.



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We want the world to know what's really going on in their organizations. And we believe that employees have a right to be heard.



ERIC MOSLEY
Co-founder and CEO, Workhuman

How to choose the right employee pulse survey

When it comes to choosing a pulse survey, it's easy to get overwhelmed by the many options available. To help leaders choose the best option, here are some key features they should consider to best serve their needs:

1. Data science baked in

Look for a solution that has been developed by data scientists – drawing on large data sets – that lets you tap into the knowledge and skills of the experts.

2. Powered by AI

AI can give you the confidence of knowing that every employee gets the right survey at the right time.

3. Natural language processing

Words matter, so you'll want a solution that provides a lens on underlying employee sentiment, revealed through their written responses.

4. Benchmarking

A solution should give you clear, easy-to-read results that can be evaluated and filtered to see how your organization is doing when compared to global and industry benchmarks.

5. No limits

The best tools will let you send as many surveys as you want to as many employees as you want, covering a wide range of interest areas, including employee productivity, stress, social support, organizational trust, and retention.

6. Set it and forget it

Look for automation features that let your surveys run continuously, giving you a constant pulse on employees without giving them “survey fatigue.”

7. Actionable feedback

Surveying alone isn’t going to increase engagement; it has to be followed by real, meaningful action. That’s why the best tools generate intelligent, actionable recommendations that will address your most pressing employee experience challenges.



Give your people a voice with Moodtracker

Moodtracker is the advanced employee pulse survey tool that makes it fast and easy to get to the heart of organizational issues – so you can build a culture of transparency and trust. Best of all, it's free. Forever.



Try Moodtracker today. It's FREE. Forever.

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