

# Employee Satisfaction Surveys

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Satisfied employees are the heartbeat of any company. A wise employer knows that motivated employees can make the difference between success and failure of any given venture. Although most people are not devious enough to deliberately undermine an employer's profits, a spirit of discontent can eat away at employee morale and result in the loss of productivity and even sales.

How then, does an employer measure the overall mindset of employees? One highly effective method is use of employee satisfaction surveys. Such surveys need not be expensive to produce or tabulate, and it can be as simple as a photocopied questionnaire, or as high-tech as an online survey conducted and tabulated by a third party. The important thing is that the right questions are asked, the capacity to capture all answers is present, and that anonymity is assured.

If you are responsible for the task of creating the employee satisfaction survey for your company, you can begin with a search engine query using the keywords 'Employee Satisfaction Surveys'. You will find a host of options that will fit any budget and requirement, as well as, survey questions that you may wish to include.

Online surveys are a good choice, especially for smaller companies, since anonymity of answers can be a problem when handwriting within a small group can be recognizable. Employees need to completely confident that the privacy of their answers will be secure, to ensure that their responses are honest and accurate.

In order to motivate employees and encourage their participation in employee satisfaction surveys, some employers will offer incentives to those who complete the questionnaire. This not only increases the chances of getting answers from all employees; it also serves the purpose of boosting morale by lightening the tone of the request, adding a little bit of fun. These incentives can be broadened to encourage speedy completion of the surveys, and tailored to suit the needs and interests of employees.

For larger companies, a third-party specializing in employee satisfaction surveys may be utilized to formulate questions, encourage employee participation and tabulate results. However, whatever method chosen, take the time to really think about what information your company will benefit from the most, and use this goal in the formulation of your well-worded questions.

By carrying out employee satisfaction surveys, from time to time or even on a regular basis, employers will be better positioned to have their finger on the pulse of their companies 'heartbeat'. These surveys will not only guide decision-making processes for the company as a whole, but it will also impress upon employees the importance of their contributions to the success of the company as a whole.