

Communication Templates for Employee Experience Surveys



Customize these templates
to fit your organization's tone
and specific survey objectives.



It's all about transparency.

Communicating with employees about Employee Surveys is crucial for fostering a transparent and inclusive workplace culture.

When employees understand the purpose and significance of these surveys, they are more likely to participate honestly and thoughtfully, providing valuable insights into their experiences and perceptions. This open communication helps build trust, demonstrating that the organization values their input and is committed to making improvements based on their feedback.

01 Survey Announcement Email

Subject: Your Feedback Matters: Participate in Our Employee Survey!

Body: Dear [Employee Name],

We are excited to announce that our annual employee survey is now open, and we want to hear from you! Your feedback plays a vital role in shaping our workplace culture and improving employee experience.

The survey covers various aspects of your job, including satisfaction levels, communication channels, professional development opportunities, and more. Your responses will help us identify strengths, areas for improvement, and priorities for the future.

On [DATE] you will be receiving an email from the survey system, inviting you to participate. Simply click on the survey link that will be provided and it should only take about 10 minutes to complete, and your responses will remain confidential.

Thank you in advance for your valuable input!



02 Survey Reminder Email

Subject: Last Chance to Share Your Feedback!

Body: Dear [Employee Name],

We want to remind you that our employee survey will be closing soon, and we would greatly appreciate your participation if you haven't already done so.

Your feedback is instrumental in helping us understand how we can better support our employees and create a positive work environment. Your responses are completely anonymous, so please feel free to share your honest thoughts and opinions.

Don't miss this opportunity to make your voice heard! Click on the survey link that has been set to you from the survey system to access the questionnaire.

Thank you for your time and contribution!

03 Thank you Email

Subject: Thank You for Participating in Our Employee Survey!

Body: Dear [Employee Name],

On behalf of the entire [Company Name] team, we want to extend our sincere gratitude for taking the time to complete our recent employee survey.

Your feedback is invaluable to us, and we are committed to carefully reviewing each response to identify areas where we can enhance the employee experience and foster a more inclusive workplace culture. We are already working on action plans based on the insights gathered from the survey, and we will keep you updated on our progress in the coming weeks.

Once again, thank you for your participation and for being an essential part of our [Company Name] community!

04 Survey Results Announcement Email

Subject: Your Voice Matters: Employee Survey Results Revealed!

Body: Dear [Employee Name],

We are thrilled to share the results of our recent employee survey with you! Your participation and honest feedback have provided us with valuable insights that will shape our initiatives moving forward.

[Include key highlights or themes from the survey results]

We are committed to addressing the areas of improvement identified in the survey and implementing action plans to enhance the employee experience. Thank you once again for your contribution to making [Company Name] a great place to work!

05 Follow-Up Action Plan Email

Subject: Next Steps: Action Plan Based on Employee Survey Feedback

Body: Dear [Employee Name],

Following our recent employee survey, we want to update you on the action plan we've developed based on the feedback received. Your input has been instrumental in guiding our efforts to improve the workplace environment and support our employees.

[Outline key action items or initiatives based on survey feedback]

We are committed to transparent communication throughout this process and will keep you informed of progress updates and any opportunities for employee involvement.

Thank you for your continued dedication to [Company Name], and we look forward to working together to create positive change.



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Employee Survey Posters



Internal communication strategy to ensure high engagement and participation rates in the survey.



Great
Place
To
Work®

Cultivate.

Employee Survey

**Our organization can only be as good
as OUR PEOPLE.**

Play a part in making this a great workplace! We are proud to be partnering with Great Place To Work®.

Watch out for the employee survey coming soon. Share your thoughts and help make your workplace even better.

We are listening and want to hear from you.

Your responses are completely confidential and only managed by the team at Great Place To Work®.

Find out more at greatplacetowork.ca 



Great
Place
To
Work®

Participate.

Survey in Progress

We are partnering with Great Place To Work®.

Please take a few moments to share your views about your workplace.

Your feedback goes directly to Great Place To Work® Canada and is completely confidential.

Participation in the program can help us understand how best to continue to build an even greater workplace!

Find out more at greatplacetowork.ca 



Great
Place
To
Work®

Transform.

Thank you!

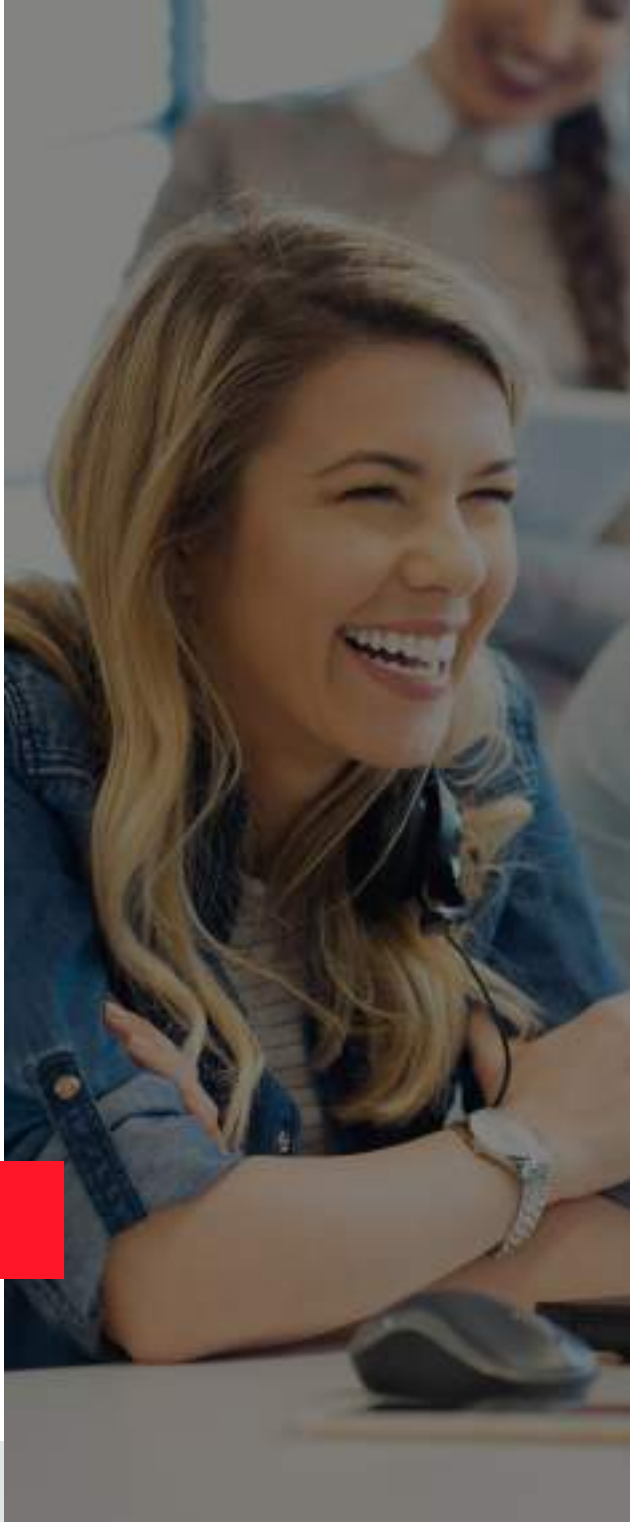
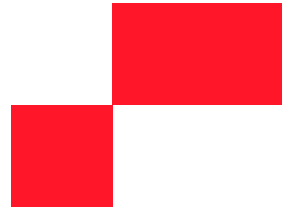
Thank you for taking part
in our Employee survey

We hope you found it to be a positive experience.

The perspectives you shared in the survey can help us better understand how to continue to create a great employee experience.

Find out more at greatplacetowork.ca 

Great Place To Work
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**Modèles
En
Français**



**Great
Place
To
Work®**



Great
Place
To
Work®

Cultiver.

Sondages des employés

Notre entreprise dépend du bien-être des gens qui y travaillent.

Vous avez un rôle à jouer pour rendre notre entreprise encore meilleure!

Nous sommes fiers de prendre part au programme Great Place To Work®. Guettez le prochain sondage des employés.

Il vous permettrade donner votre avis sur votre lieu de travail et sur les améliorations à y apporter.

Géré par Great Place To Work®, ce sondage est parfaitement confidentiel.

En savoir plus sur greatplacetowork.ca 



Great
Place
To
Work®

Participer.

Sondage en cours

En partenariat avec Great Place To Work®.

Veuillez prendre le temps de donner votre avis sur votre lieu de travail.

Vos commentaires vont directement à Great Place To Work® Canada et resteront parfaitement confidentiels.

Votre participation nous aidera à mieux comprendre les changements qu'il convient d'apporter pour rendre notre lieu de travail encore meilleur!

En savoir plus sur greatplacetowork.ca 



Great
Place
To
Work®

Améliorer.

Merci!

Merci d'avoir participé au sondage des employés avec Great Place To Work®

Nous espérons que vous avez apprécié cette expérience.

Vos commentaires nous aident à mieux comprendre et à continuer d'améliorer l'expérience de nos employés.

En savoir plus sur greatplacetowork.ca 

Great Place To Work®

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**Ways to Encourage
Your Employees to
Complete the
Survey**





At the core of each step in encouraging your employees to complete the survey is communication, reinforcement, and transparency.

A combination of these factors will ensure that your employees are comfortable and willing to contribute to the survey.

Communication from the top

Involve the President and/or CEO in the communication prior to the launch of your survey. Have them initially inform your employees about the survey via email and/or, if possible, face-to-face communications.

Ensure that they highlight their interest in your employees' views by stressing that the survey is an opportunity to provide honest feedback about their workplace and culture. It is essential that communication comes from the top, because it is your senior leadership team who must demonstrate commitment to create change based on your employees' feedback.

Emphasize confidentiality

A perceived lack of confidentiality is one of the main factors undermining survey completion rates. Explain to your employees that the survey is conducted by a third party, that at no stage does your organization have access to the raw data nor any information that links an individual with a response.

Any reports provided by GPTW to your organization include aggregate results only. Subgroup results are disclosed only for groups having five or more survey respondents, thereby ensuring anonymity of individual respondents. Employees respond to the survey more honestly and accurately when they are reassured that their privacy will not be compromised.



Point of contact

Allocate a single point of contact in your organization who can assist and support your employees with any questions they may have during the survey period. It is important that your employees know who to contact should they have any questions. Your point of contact can liaise with Great Place To Work® on any questions or issues that may arise during the survey period. Ensure that the point of contact will be reachable during the entire survey period and is trusted by your employees.

Advance Communication memo

Ensure that the sample communication memo provided to you by Great Place To Work® is distributed to all employees invited to participate in the survey two weeks prior to your survey launch date.

Best Workplaces in Canada poster

Great Place To Work® provides electronic templates of three Program posters. Print and distribute the first poster around your offices 2 weeks prior to the launch of your survey; the second poster during the survey period; and, the third poster after the survey has closed.

Reminder emails

Over the two week survey period, Great Place To Work® will send out two reminder emails to employees who have not yet completed the survey. These can be supplemented with brief internal email reminders from your President, CEO or HR Director encouraging all employees to complete the survey if they have not already done so.



Company survey time

The survey takes about 15-20 minutes to complete. Encourage your employees to complete the survey during working hours. If and as appropriate, set up dedicated time-out sessions when employees can complete the survey during working hours. Remember that the survey is for the benefit of your company and, therefore, employees should not be expected to complete it during breaks or outside of work hours.

Regular communication

Reinforce the importance of and reasons behind the survey to your employees at appropriate opportunities. Don't rely on communicating this only via email. Rather, utilize all available avenues of communication to your employees – meetings, Teams, Blogs, Portals, Intranet, etc.

Explain what happens next

One of the reasons why employees are sometimes reluctant to complete the survey is due to limited confidence in how their perceptions and feedback will influence their workplace experience. Ensure that you communicate how the results of the survey will be used to benefit the workplace. Clearly commit to your employees that the company will communicate and act on the results of the survey, and be sure to follow through. Following through on this commitment will improve the response rate for subsequent surveys.

Sharing Insights

By being a part of the process and taking the time to complete the survey, employees will naturally be interested in learning the results. Once your survey results have been reported to you and reviewed by your leadership team, you can share the key findings with your employees.

Feeding back and acting on your survey results will enable your employees to see that their input is valued and can make a difference. Explain the key findings and share what is important for your workplace culture. Being open about the results and follow-through process can increase your employee's trust within the workplace and also the response rate for your next survey.

Great Place To Work® offers consulting services to assist clients in developing and implementing customized strategies for communicating and following through on employee surveys. Contact us [here](#).

