# Conducting a Satisfaction Survey

## Step 1: Decide What You Want to Know

☐ Write down the things you want to learn from your employees.

Examples:

- Are they happy at work?
- Do they feel supported?
- What do they like or want to change?

## Step 1: Choose the Right Format for You

☐ Decide if you want to make a survey online, on paper, or in both forms.

An online survey might be better for employees with vision impairment or reading difficulties. This way, they can use a screen reader.

☐ If you want to do an online survey, choose a specific tool.

Here are some of the most popular ones:

- Google Forms
- JotForm
- TypeForm

☐ To create an online survey, follow the instructions on the chosen platform.

## Step 3: Choose an Accessible Format

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| ☐ | For online tools, the default format should already have an accessible layout. |
| ☐ | If you are writing the form in Word, use:<br><br>    ● **Sans-serif fonts** (like Arial or Verdana)<br>    ● **Font size 12–14**<br>    ● **Line spacing 1.5**<br>    ● **High colour contrast** (dark text on light background) |

**Step 4: Make it Easy and Safe to Answer**

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| ☐ | Explain **how long it takes** (example: "This survey takes 5 minutes"). |
| ☐ | Make sure that the answers are **anonymous or confidential**.<br><br>If you are using Google Forms, go to settings → responses → collect email addresses and choose "Do not collect". |
| ☐ | Let employees know **how their answers will be used**. |
| ☐ | Give them **enough time to answe**r (at least 1 week). |
| ☐ | **Remind and encourage participantion**. |

**Step 6: Share Results in a Simple Way**

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| ☐ | Summarise the results in a **short report with clear graphs and keywords**.<br><br>If you can, it is often good to assign a trusted employee to do it for you. They might make it easier for you to face the feedback with a clear mind and not react on impulse after reading the comments. |
| ☐ | Share the **key conlusions** in meetings, emails, or on the office noticeboard. |

**Step 7: Take Action and Communicate It**

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| ☐ | Choose 1–3 things you will **change** or **improve based on feedback**. |
| ☐ | Tell employees:<br> "We heard you. Based on your answers, we are going to…" |
| ☐ | Keep **updating staff about progress**. This shows that their voice matters. |

**Common challenges and solutions**

| Challenge | Solutions |
|---|---|
| People skip the survey | Make it short, use visuals, and explain why it's useful. |
| No clear conclusions after the survey | Focus on the main patterns. Group similar answers into themes (e.g. "Workload," "Team support"). Ask a small team (HR, managers, or employee reps) to review the results together. If answers are very different, organise a short follow-up discussion or anonymous poll to clarify what matters most. |
| Requested changes are difficult for practical reasons | Try to implement the changes as much as possible. Be honest with your employees about why the changes are only partial or why they are taking more time than expected. |