Conducting a Satisfaction Survey
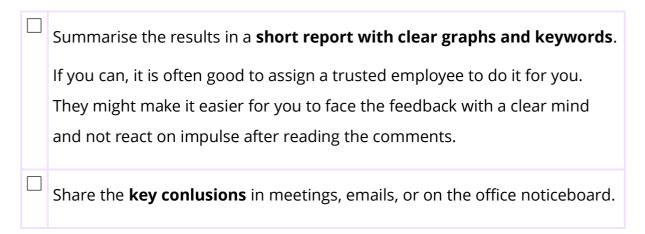
Step 1: Decide What You Want to Know

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

Examples:

- Are they happy at work?
- Do they feel supported by their colleagues and the management?
- What do they like or want to change in the workplace?

Step 2: 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

- [ ] For online tools, the default format should already have an accessible layout.

- [ ] If you are writing the survey in Word, use:
  - **Sans-serif fonts** (like Arial or Verdana)
  - **Font size 12–14**
  - **Line spacing 1.5**
  - **High colour contrast** (dark text on light background)

Step 4: Make it Easy and Safe to Answer

- [ ] Explain **how long it takes** (for example: "This survey takes 5 minutes").

- [ ] Make sure that the answers are **anonymous or confidential**.

  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 5: Share Results in a Simple Way

☐	Summarise the results in a **short report with clear graphs and keywords**.

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 6: Take Action and Communicate It

☐	Choose 1–3 things you will **change** or **improve based on feedback**.
☐	Tell employees:

 "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.
Need for more information and ressources	Visit our Employer's Guide and go to the "Useful Info for Employers and Recruiters" section.