

Measuring employee engagement **efficiently** and **continuously**

Measuring employee satisfaction annually through the use of employee surveys is nothing new for most companies and organisations. Surveys produce detailed knowledge of which areas are working well and where you need to improve. But the problem with this kind of survey is that it only gives you a snapshot of the staff's opinions about their workplace right at the moment it is taken. It does not give a continuous picture of the staff's attitude and engagement over the year. Because of the changing nature of most organisations, measuring employee engagement continuously is highly important, especially since we know that highly engaged employees are strongly connected to the organisation's profitability and results. Not measuring engagement risks lost customers and decreasing revenues.



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mend my
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How to measure employee engagement

Employee surveys vary from complex annual surveys to monthly pulse-based ones, it is hard to find a version that fits all organisations. Factors such as organisational culture, leadership and geographical distribution help decide what best suits your organisation.

Questions measuring employee engagement often include statements that the employee can agree or disagree with, such as:

- I would recommend my company to a friend or acquaintance
- My knowledge is used in a good way
- I share the organisation's overall vision and goals
- My manager adds value to my work

Many organisations complement the larger, annual employee survey with shorter, more frequent measurements. These so-called pulse measurements contain one or a few questions that focus on a specific area and give the organisation the ability to quickly detect and act on changes in overall employee engagement.



eNPS measures the “Ultimate question”.

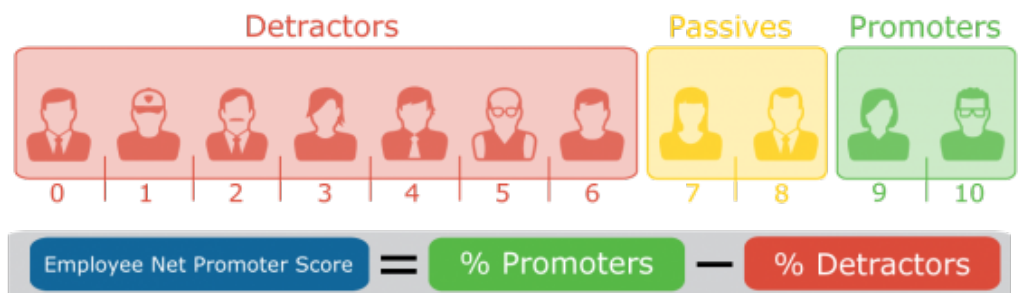
Measuring engagement with Employee Net Promoter Score

An increasingly popular method for measuring employee engagement is Employee Net Promoter Score (eNPS), which measures the staff's willingness to recommend their work place to friends and acquaintances.

eNPS can easily be defined as the internal equivalent of the proven and very well used method for measuring customer loyalty, Net Promoter Score (NPS). NPS was developed by Fred Reicheld, Bain & Co. and Satmetrix in the 1990s and is based, according to their description, on the „ultimate question“: Would you recommend (our company) to a friend or colleague?

eNPS measures the “Ultimate question” in the same way: How likely is it that you would recommend (our company) to a friend or acquaintance? The respondent answers the question on a scale from 0 to 10, where 0 is not at all likely and 10 is highly likely.

How to calculate eNPS:



Easy method to gain an overview of employee commitment.

Advantages of working with eNPS

The main advantage of using eNPS is that it is an easy method to gain an overview of employee commitment and thus provides an opportunity for management to act directly on any changes. The method's short format is appreciated by both managers and employees, which makes it time-efficient for both the person answering the survey and the one analysing the result. By adding one or two follow-on questions, you can also get a good picture of why some people answer high and others are dissatisfied.

It is important that the results are distributed to the right person at the right time so any changes in engagement can be discovered and acted upon quickly. To ensure this the survey can be supplemented by automated mail notifications sent to managers, who can also see department-specific results.

This can be done with hierarchical system logins or through access to individualised, interactive, real-time dashboards. Hierarchical system logins give managers the opportunity to keep up to date and compare their value with the entire organisation, region or other departments. Results can also be exported to various formats for further analysis.

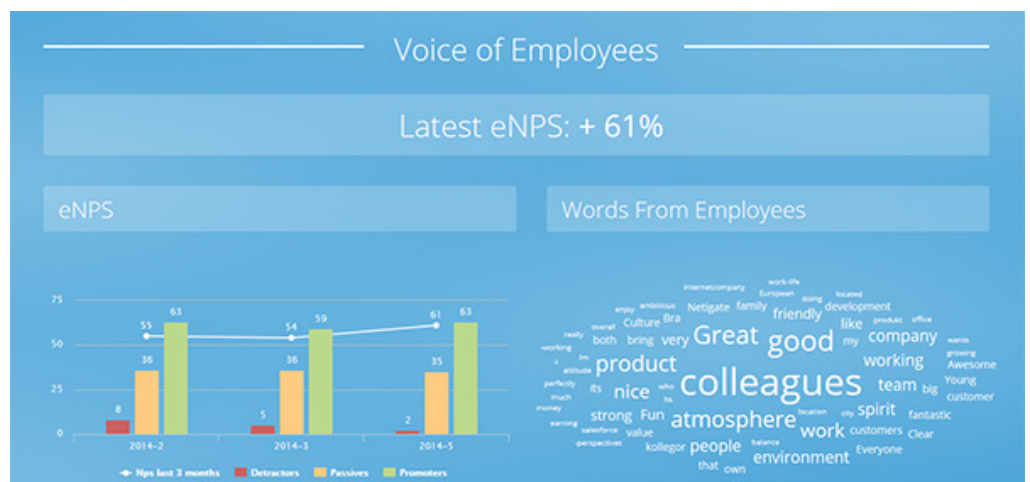
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Quick access
with Interactive
dashboards.

Clear results with interactive dashboards

Interactive dashboards provide managers with quick access to their department-specific results or for different levels in the organisation. The CEO monitors the results for the organisation as a whole, the regional manager the results of their region and the customer service manager only the results of their unit.

A connection between the survey tool and the internal management system enables you to automate the whole process.



Measure and improve employee engagement easier with Netigate

Most managers would rather focus on increasing employee engagement instead of creating surveys and generating results for analysis. The staff want to have their views heard and ensure that what they say will lead to actions.

Our solutions for employee engagement and eNPS enable you to speed up the whole process from creating and distributing the question to collecting and analysing the responses. We help you with standardised questions, the order page for quick and easy distribution and automated analysis and reporting functionality that spreads the results in your organisation in real time.



More and more companies and organisations are therefore using eNPS as a method for quicker detection of changes in employee engagement.

Summary

Employee engagement is strongly linked to an organisation's profitability. Employees with low engagement are less likely to give a good customer experience, which in turn could reduce customers' loyalty to the organisation. The consequence is lost customers and decreased revenue and profitability. More and more companies and organisations are therefore using eNPS as a method for quicker detection of changes in employee engagement.

Netigate's solution for eNPS is completely digitalis, builds simplicity, speed and rationality, provides standardised but flexible questions, fast distribution and makes it easy for employees to respond. The results are displayed to the right people via automated real-time analysis. We have made it as easy as possible for you so that you can focus on actions that create engagement, improve your customer experience and increase your profitability.

"Netigate enables us to conduct surveys fast and easily and share the results within the whole company for immediate action."

Carglass measures employee engagement through eNPS

[DOWNLOAD CASE](#)



Mirko Schüssler
Employer Branding and
Recruitment Marketing



What is Netigate?

Netigate is a leading provider of cloud-based services for online surveys and feedback management providing real-time customer, employee and market insights.

We offer a platform for online surveys and feedback management.

That is now used by more than **2000** companies with more than **35 000** users in **30** different countries.

Why Netigate?

- ✓ Outstanding usability and innovative features
- ✓ Powerful real-time analysis
- ✓ Fully customized surveys
- ✓ Great in-depth reporting
- ✓ World-class customer service

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