



# EVALUATION OF EMPLOYEE ENGAGEMENT





## An agile approach to measuring employee engagement.

The impact of employee engagement on business performance has been well established. High levels of employee engagement have been linked to lower absenteeism, turnover, and safety incidents and higher productivity, sales, and profitability. Yet, Gallup reports that only 33% of employees are actively engaged at work.

Engagement is an outcome, with significant implications for your organization's success. It's important to know where you stand, especially in today's rapidly evolving landscape.

Too often, annual engagement surveys are cumbersome to conduct, the results take too long to distribute, limited action is taken on the results, and there is limited visibility into whether the steps taken to address problem areas have made a difference. When this happens, it's impossible to keep up with the pace of change.

The organizations who get the most out of their engagement measurement strategy can rapidly adjust to internal and external changes, staying on track to meet their objectives. They get maximum participation in the engagement measurement process and quickly share the results with leaders and managers so that action planning and improvements get underway faster. They are agile.

The most agile organizations include additional touchpoints in their engagement measurement plan, to learn if improvement efforts are helping and to detect new disruptions to employee engagement before they effect productivity, attrition, and the employer brand.

Your employee engagement strategy deserves more than just a survey. Explorance offers innovative feedback solutions to gather the data you need to keep your workforce moving forward, from annual engagement surveys and targeted pulse surveys to real-time, 2-way continuous dialog.

## Your time is valuable; make it count.

You want employees to be engaged, and they want to be engaged, too. Your formal engagement survey provides a snapshot – a reference point that identifies improvement opportunities and informs the plans and actions that will drive increased engagement. The shorter the time between gathering the data and taking action, the more likely the impact.

Blue for Employee Engagement simplifies the survey process so it's more timely and relevant for employees and managers. Blue's automation and integration capabilities increase efficiency by using data from existing source systems. Real-time response tracking helps you maximize participation rates so that everyone's voice is heard.

Blue's flexible report builder and automated reporting capabilities put insights directly into the hands of key stakeholders. Changes and improvements can be made right away, eliminating month-long delays that come with a traditional survey process.

## You want flexibility? Be flexible!

Your engagement measurement strategy should flex to fit your organization's unique needs. Bring your own question bank, leverage our science-backed methodology, or work with our experts to develop content tailored to your organization's needs. Blue offers flexible question types and supports the most complex question logic so you can build exactly what you need, whether it's for a specific, team, department, region, or other employee segment.

With Blue, you're not limited to a yearly survey. You are in complete control of your engagement measurement strategy. Do you want to set up quarterly pulse surveys directed at specific audience segments or the whole employee population, or trigger a milestone check-in survey based on individual employee milestones such as work anniversary or birthday? Blue can do that, automatically. Blue is purpose-built to accommodate even the most complex data gathering requirements, at whatever cadence is right for your organization.

### Elements of an Agile Engagement Evaluation Strategy

#### Formal Engagement Survey

All employees. Informs the engagement strategy and action plan development.

#### Milestone Check-ins

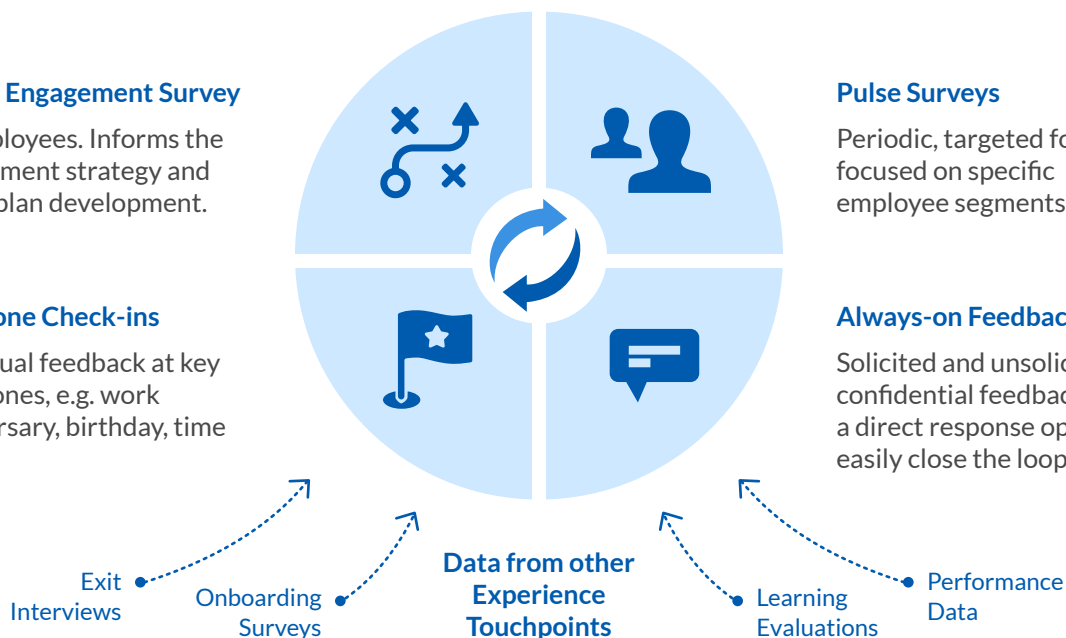
Individual feedback at key milestones, e.g. work anniversary, birthday, time in role.

#### Pulse Surveys

Periodic, targeted follow-up focused on specific employee segments.

#### Always-on Feedback

Solicited and unsolicited confidential feedback, with a direct response option to easily close the loop.



# Feature Highlights

## Effortless Distribution

Schedule surveys based on a specified date, or «set it and forget it» with on-going triggers (event or demographic-based).

## Instant Analysis

Get stakeholders the insights they need in minutes, not months with custom-tailored, automated reports segmented by any criteria that matter (departmental, organizational, etc.).

## Real-time Response Rate

Maximize participation with real-time response rate monitoring, and automatically distribute team-level response rates to leaders at any level in the organization.



## Equivalent Experience

Meet the latest accessibility standards for WCAG 2.1 (AA) and Section 508, and provide a seamless experience to all.

## GDPR Compliance

Abide by the strictest interpretation of GDPR while still taking advantage of Blue's full integration and analytics capabilities.

## Smart Invites

Send centralized and personalized invitations and reminders to delinquent responders only.



# Multilingual Support

Customize content in any language through the invitation, response, and reporting processes.

# Comparative Reporting

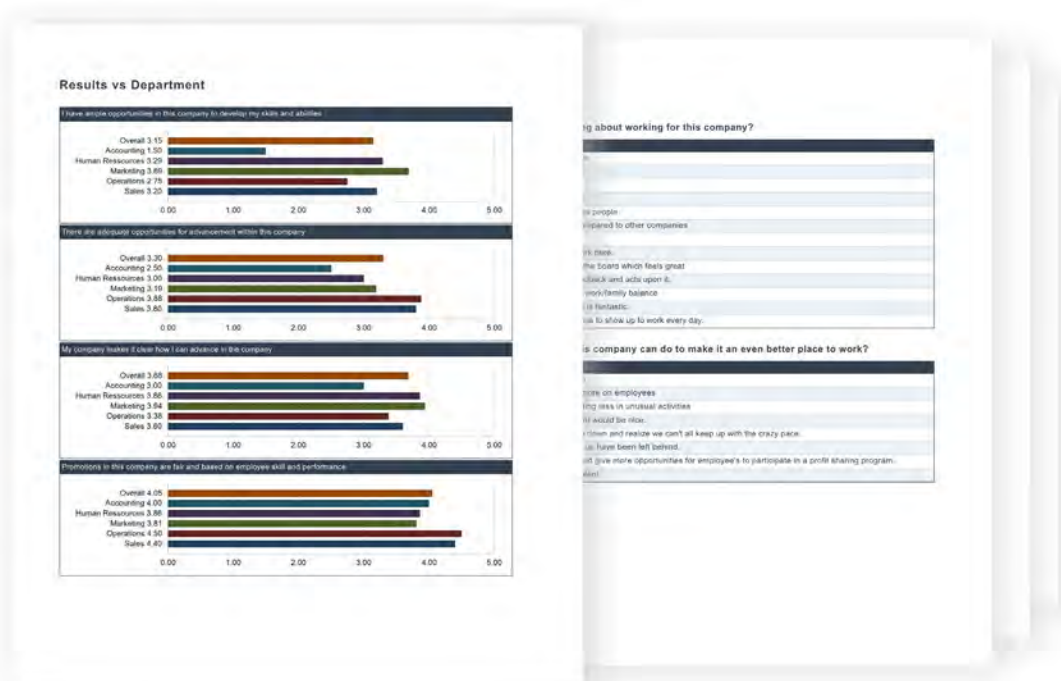
Compare results across teams, departments, or other employee segments to company averages. Examine year over year trends to learn whether efforts to improve engagement have made a difference.

# Machine Learning

Tap into the power of open-ended feedback, organized by theme and sentiment, in seconds.

# IT Integration

Integrate seamlessly with your existing IT systems to leverage existing employee meta-data and organizational hierarchies.





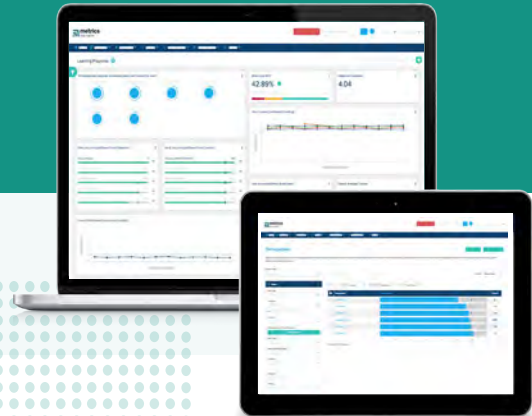
## Evaluation of Employee Engagement **in-a-box.**

Through the Metrics That Matter (MTM) methodology packages, we can jump-start your ability to transform data into insights. Our methodology packages address each unique Employee Engagement evaluation process and are configurable within the Blue platform.

We go beyond just the technology to understand your unique needs and recommend solutions to ensure those needs are met so you can deliver better business outcomes. With MTM, you get methodology packages that you can build from.

## Research-backed. Field-tested.

- Instrument design
- Engagement question library
- Measurement strategies
- Role based reporting standards
- Key metrics



## Connecting experiences.

Employee Engagement Evaluation is just the beginning. Link engagement results with other experience touchpoint data to help connect all the dots along the employee journey.



## Experts in the field.

- World-class consulting
- Validated measurement methodology
- Best-practice templates
- Purpose-built analysis and visualization tools
- Custom analysis and strategic recommendations

# bluepulse

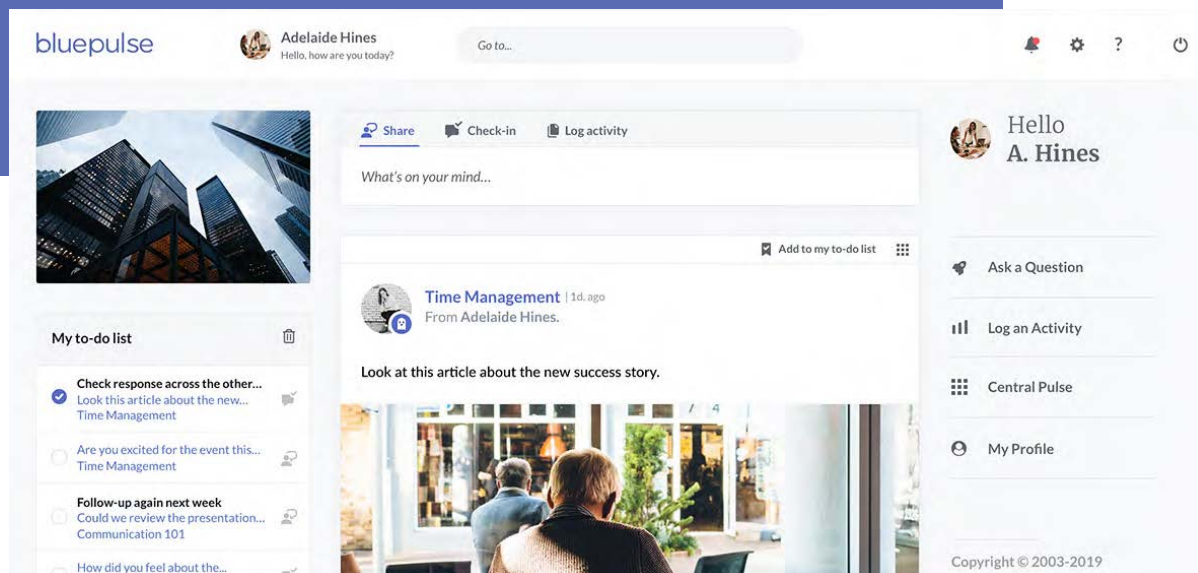
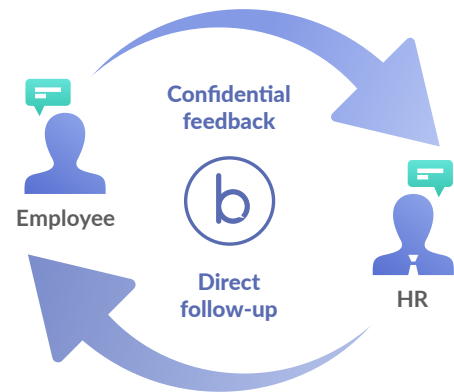
## Measure Engagement in Real-time with Continuous Listening

What if you could check in instantly with employees to follow up on new policies or initiatives, gather their confidential responses, and follow up directly to gather information or share resources? Bluepulse offers an always-on channel to connect with employees in real time. It's not another survey, but a focused, conversational platform that allows you to request feedback, send out polls, set goals, and host focused discussion forums.

Employees can share feedback at any time and choose if their responses are confidential, so you can get the real story and address small issues before they become big problems.

Bluepulse provides real-time analytics, sentiment analysis, and API integration, so leaders can have all the data they need instantly. It also works in harmony with Blue, so data flows through one system, meaning you still get all the automation, analytics, and customization without any added frustration.

### Close the loop with Bluepulse



**The future of  
feedback is now.**



**explorance.**

Website: [www.explorance.com](http://www.explorance.com)

Contact us: [www.explorance.com/contact](http://www.explorance.com/contact)

