

We conducted interviews with key staff at some of the organisations that achieved an excellent response rate in the 2015 survey. The following tips were recommended by these organisations to help achieve a good response rate.

- Ensure email addresses are cleaned and up-to-date well in advance. The amount of work in chasing up failed deliveries is vastly reduced if staff email address records are up-to-date.
- Managers/Team Leaders/Supervisors should hand-deliver paper copies of the survey.
- Encourage provision for staff to complete the survey during work hours.
- Advertise in advance of the survey going live.
- Advertising should be widely presented across different forms of media (flyers, notice boards, newsletters, intranet, etc.).
- It can be valuable to include a message from the Chief Executive as part of a scheme of regular communication regarding the survey.
- Develop an element of competition and organisation community effort by publishing weekly response rates for each team/business group. This could include incentives for the team with the highest final response rate.
- Build staff confidence by stressing that confidentiality is important.
- Show that staff opinions are heard and acted upon by advertising actions taken as a result of previous surveys.