

We conducted interviews with key staff at some of the organisations that have achieved an excellent response rate in the past. 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.
- Build staff confidence by stressing that the survey is genuinely confidential.
- Show that staff opinions are heard and acted upon by advertising actions taken as a result of previous surveys.