

THE ULTIMATE GUIDE

30 STEPS TO SELECT THE RIGHT EMPLOYEE SURVEY PROVIDER



NAVIGATE YOUR OPTIONS

How do I find the perfect fit?

Selecting the right employee survey provider is a crucial decision for any organization. But with so many options on the market, how do you find the perfect fit?

In this guide, we share 30 practical tips based on our expertise, focusing on what truly matters when choosing a survey provider. From evaluating key features to considering cultural compatibility, these insights and suggested questions will help you navigate the selection process and find the perfect fit for your needs.

Turn data into meaningful insights

Data without insight is just noise. Advanced analytics capabilities, such as AI-driven sentiment analysis and predictive tools, can uncover trends, emotions, and actionable patterns from your survey responses. Benchmarking against industry standards also provides valuable context for your results, highlighting areas for growth.

1. Reporting

- **Importance:** Actionable insights depend on robust reporting and analytics capabilities.
- **Consideration:** What types of reports and data visualizations are available?

2. AI-powered data analysis

- **Importance:** Advanced AI algorithms can uncover deeper insights from survey data.
- **Consideration:** Does the provider utilize AI for data analysis to identify trends and patterns?

3. Predictive analytics

- **Importance:** Predictive analytics can forecast employee behaviors and trends.
- **Consideration:** Can the AI tools predict future trends, such as sick leave and employee turnover based on survey data?

4. AI-powered sentiment analysis

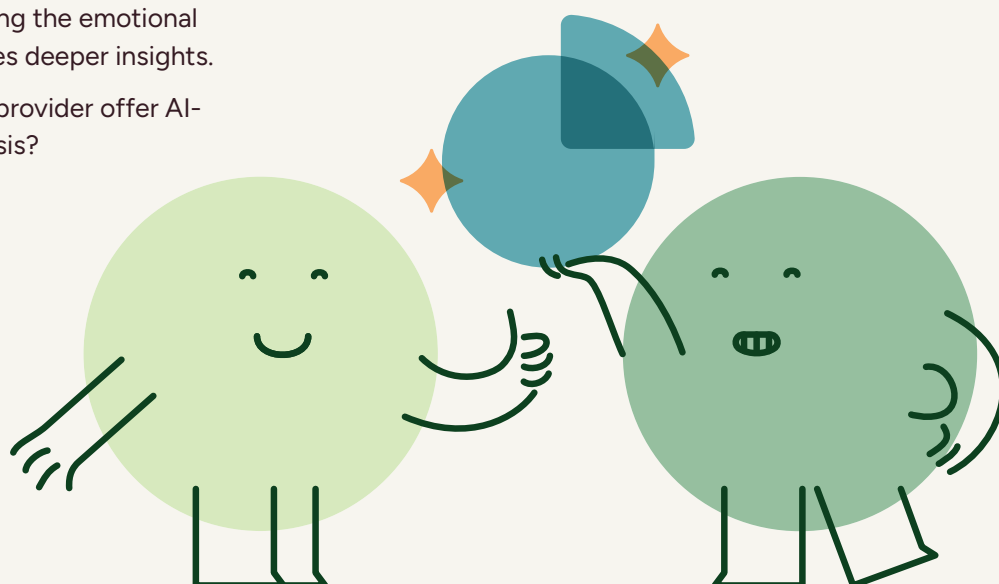
- **Importance:** Understanding the emotional tone of responses provides deeper insights.
- **Consideration:** Does the provider offer AI-powered sentiment analysis?

5. Natural language processing

- **Importance:** Natural Language Processing (NLP) plays a pivotal role in extracting meaningful insights from unstructured text data.
- **Consideration:** Does the provider leverage NLP to analyze open-ended survey responses, extract themes, and enhance data interpretation?

6. Benchmarking capabilities

- **Importance:** Benchmarking against industry standards can highlight areas for improvement.
- **Consideration:** Does the provider offer contextual benchmarking data?



Maximize value with innovative features

Cutting-edge providers constantly refine their offerings, introducing new capabilities and staying ahead of industry trends. Regular updates, combined with positive reviews from other users, can indicate a provider's commitment to innovation and customer satisfaction.

7. Value for money

- **Importance:** Ensuring the service fits within the budget while providing value.
- **Consideration:** What are the pricing models, and what features are included?

8. Updates

- **Importance:** Continuous improvement and new features keep the tool relevant.
- **Consideration:** How often does the provider update the platform and add new features?

9. Reviews

- **Importance:** Insights from other users can highlight strengths and weaknesses.
- **Consideration:** What do existing customers say about the provider?



Receive reliable support every step of the way

From implementation to ongoing use, dedicated support is invaluable. Providers offering tailored training and responsive customer service help ensure that your team is equipped to maximize the tool's potential. Clear communication and onboarding processes simplify adoption and drive results.

14. Customer service

- **Importance:** Effective support ensures smooth operation and issue resolution.
- **Consideration:** What level of customer support is provided (e.g. dedicated Customer Success Managers)?

15. Implementation process

- **Importance:** Ensuring smooth and efficient setup of the survey system.
- **Consideration:** How easy is the implementation support provided by the vendor?

16. Communications & training

- **Importance:** Proper training ensures effective use of the survey tool.
- **Consideration:** Does the provider offer tailored onboarding and training sessions, considering different user groups (such as first-line managers or HR superusers), to ensure effective utilization of the survey tool?



Prioritize confidentiality

Confidentiality is the cornerstone of any effective feedback process. Providers should prioritize robust data security measures and ensure anonymity to encourage honest and candid employee responses. By safeguarding privacy, you create a space where employees feel secure sharing their insights.

17. Data security and privacy

- **Importance:** Protecting sensitive employee information is paramount.
- **Consideration:** What security measures and compliance certifications does the provider have?

18. Anonymity

- **Importance:** Ensures honest and candid feedback from employees.
- **Consideration:** How does the provider ensure anonymity and confidentiality?

Build for the future

Your survey provider should integrate seamlessly with your existing systems while scaling alongside your organization's growth. A flexible platform ensures that as your workforce expands or your tools evolve, your survey capabilities remain robust and effective.

19. Integration with existing systems

- **Importance:** Seamless integration with HRIS and other organizational tools is essential.
- **Consideration:** Can the survey tool integrate with your current system landscape?

20. Scalability

- **Importance:** The ability to grow with your organization.
- **Consideration:** Can the platform scale with your organization's growth?



Adapt to your organization's needs

A great survey provider offers flexibility to meet your specific requirements. Whether you need tailored survey questions or the ability to run recurring feedback cycles, customization and scheduling options are essential. The right partner will help you craft surveys that resonate with your unique organizational culture and adapt seamlessly as your needs evolve.

21. Survey customization

- **Importance:** Ability to tailor surveys to fit specific organizational needs and culture.
- **Consideration:** Does the provider offer customizable templates and question libraries?

22. Survey frequency

- **Importance:** Regular feedback cycles require flexibility in survey deployment.
- **Consideration:** Can you schedule recurring surveys and make real-time adjustments?



Boost engagement and showcase your brand identity

Surveys should feel like a natural extension of your organization. Custom branding options allow you to maintain consistency in tone and design, while features like gamification can boost participation. Multilingual support is another key consideration for global teams.

23. Employee engagement tools

- **Importance:** Tools that drive engagement and participation are crucial.
- **Consideration:** Are there features like gamification or incentives for survey completion?

24. AI in employee experience

- **Importance:** Utilizing AI to enhance the overall employee survey experience.
- **Consideration:** Does the provider incorporate AI to improve survey engagement and analysis?

25. Custom branding

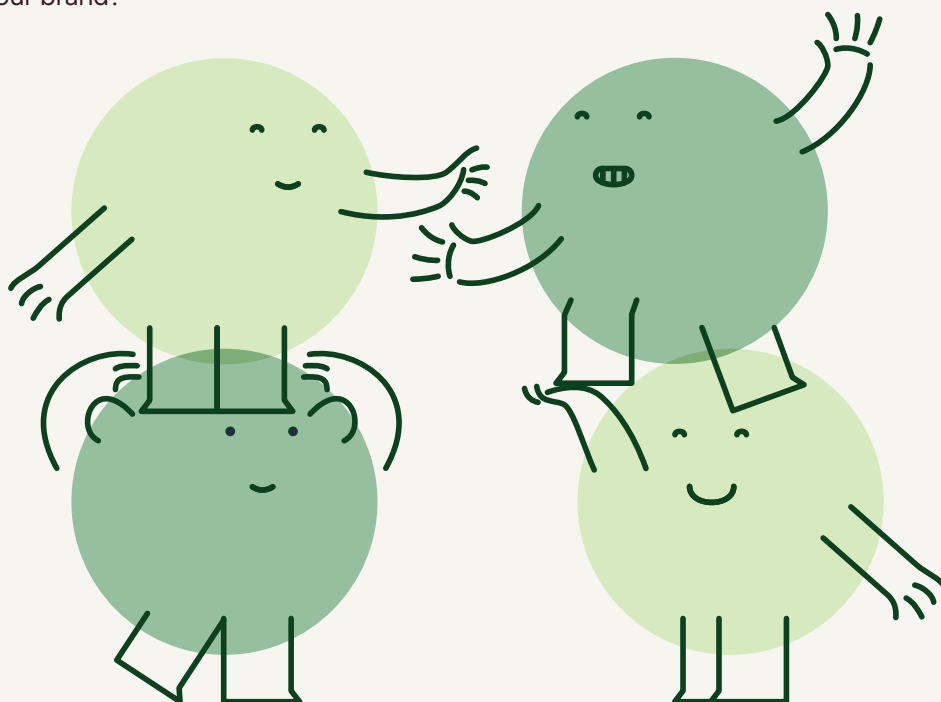
- **Importance:** Maintaining brand consistency in communications.
- **Consideration:** Can you customize the survey's look and feel to match your brand?

26. Multilingual support

- **Importance:** Necessary for global organizations with a diverse workforce.
- **Consideration:** Is the platform available in multiple languages?

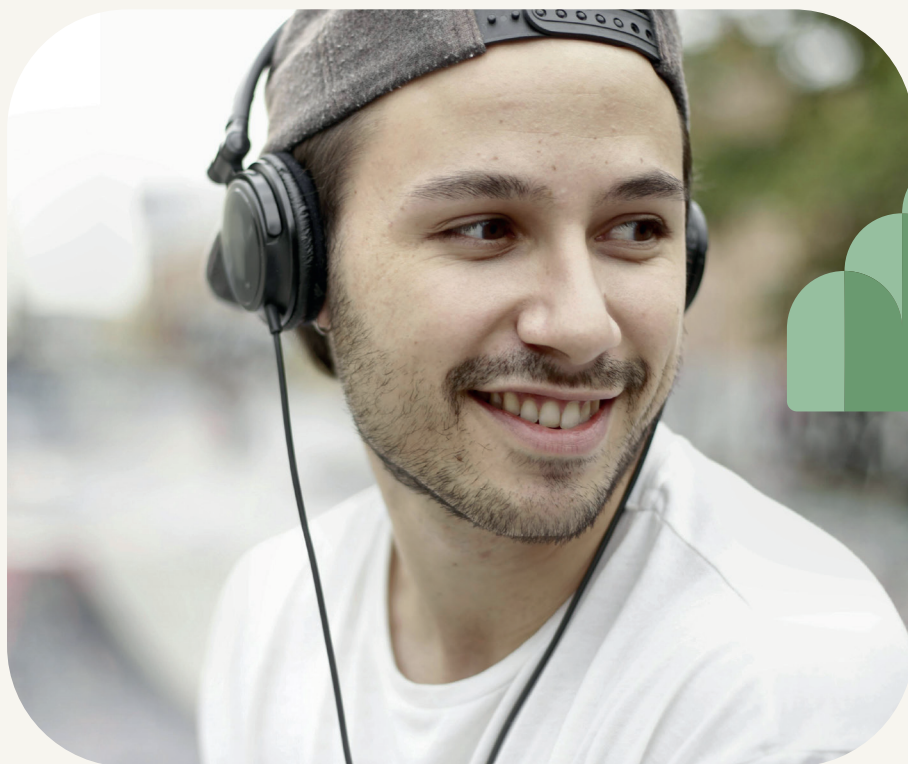
27. Language availability

- **Importance:** Ensuring accessibility for all employees.
- **Consideration:** Does the provider support multiple languages for survey deployment?



Streamline communication and management

Effective communication channels simplify survey distribution and feedback collection, while robust management tools keep track of responses and trends. A provider that actively supports efforts to improve response rates ensures your surveys reach their full potential.



28. Management tools

- **Importance:** Managing and responding to feedback efficiently.
- **Consideration:** Can you track and send reminders for survey responses in real time?

29. Response rate improvement

- **Importance:** Improving your organization's response rate.
- **Consideration:** Does your provider help you with improving your response rate?

30. Communication channels

- **Importance:** Clear communication ensures smooth survey distribution and feedback collection.
- **Consideration:** What communication channels does the provider support for survey distribution?

A woman with curly hair is looking upwards and to the right, her face partially obscured by olive branches with small green olives. The background is a soft-focus outdoor scene with more foliage. A dark green circular shape frames the bottom right of the image, containing the text.

Empower your team, transform your workplace.

By prioritizing flexibility, actionable insights, and a seamless user experience, you'll lay the foundation for a thriving and engaged workplace.

Remember, this is more than just choosing a tool, it's about empowering your employees, establishing a culture of continuous improvement, and driving meaningful change. Your journey to better employee experiences begins today – let's get started!

To find out more about how CatalystOne can help your organization, contact
us at engage@catalystone.com to schedule a call.

