

ClearlyRated®

Getting Started Package for Employees



CLEARLYRATED

Employee Satisfaction Survey

Are your employees engaged?

Do they love working at your company?

An employee survey measures the satisfaction, engagement, loyalty, pride and excitement of your staff. It also provides insight into thoughts, perceptions and struggles that will enable you to grow your bottom line.

Our Solution: Employee Satisfaction Survey

Measure the satisfaction of your employees through a short and simple 20 question online survey, where responses are anonymous and segmented according to the structure of your company.

Preparing Your Contact List for the Survey

INCLUDED WITH THIS GETTING STARTED PACKET:

- Who to survey, helpful resources, and tips to ensure a successful survey program.
- Blank contact list (CSV file) template you will use to populate your contact list.
- Contact List Template Tutorial (pdf file) contains instructions on how to properly fill out each column in order for it to upload smoothly into our system. This tells you which information belongs in each column and includes three examples.

ACCESSING YOUR FEEDBACK

You will receive information regarding your Dashboard login. If you already have a login to the Dashboard but forgot your password you can reset it by clicking the [“I forgot my password!”](#) button on the [Dashboard login page](#).

ASSEMBLING YOUR SURVEY CONTACT LIST

Create a survey contact list with your survey recipients’ contact information and data segmentation (if applicable to your package), and upload to the Dashboard.

Don't Forget!

Important Action Items

- LOG IN TO DASHBOARD TO VIEW YOUR KEY SURVEY DATES. USE [THIS GUIDE](#) TO NAVIGATE YOU TO YOUR SURVEY SCHEDULE.
- COMPILE YOUR SURVEY CONTACT LIST AND UPLOAD TO THE CLEARLYRATED DASHBOARD USING THIS [CHECKLIST](#)
- [ADD CLEARLYRATED TO YOUR ALLOWLIST](#) (involve your IT Department)

Who to Survey

Surveying your employees with ClearlyRated grants your firm eligibility to win the annual Best of award for employee satisfaction. Each participating firm must pass the eligibility standards before they can move forward to earn the award.

PREPARING YOUR CONTACT LIST

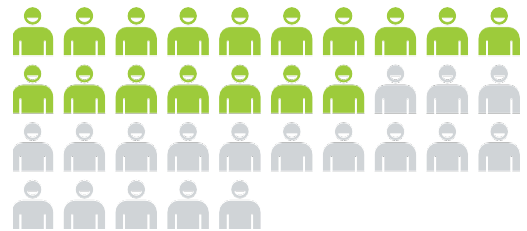
To be eligible for the award, each participating brand must send the survey to ALL current US and Canada based full-time permanent internal employees of the brand. If there exists a legal or similarly significant restriction to surveying specific employees ClearlyRated, at its discretion, may allow those specific employees to not be included. No employees can be removed with the specific intent to receive a higher Net Promoter Score.

RESPONSE RATE REQUIREMENTS

Participating firms must receive at least 15 completed responses AND must receive a minimum response rate of 50%. If the participating brand received at least 250 responses, the participating brand does not have to receive a 50% response rate to be eligible.

EXAMPLE 1: You provide a list of 36 employees. 18 of those employees complete the survey, that's a 50% response rate. You meet the award eligibility requirement of at least a 50% response rate and at least 15 total responses.

EXAMPLE 2: You provide a list of 1500 employees. 280 employees complete the survey, that's a 19% response rate. This firm meets the award eligibility requirements because they have at least 250 responses despite not having a 50% response rate.



YOU MUST HAVE AT LEAST 15 RESPONSES AND A 50% RESPONSE RATE.

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Give ClearlyRated Permission to Deliver the Survey Invitation to Your Employees

To help ensure that the employee survey invites arrive in your employees' inboxes, please share the below data with your IT team. These settings will allow our emails to be delivered to their inbox instead of spam.

Domain: mail1.clearlyrated.com ***Double check, this one is easily missed!**

From: survey@clearlyrated.com

IP address: 143.55.235.112

Return-Path: we implement VERP, so the left side of the address will be unique for each recipient, but the domain side is mail1.clearlyrated.com

Share [these instructions with your IT team](#).

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Sample Email Invitation

FROM: ClearlyRated
SUBJECT: [brand] - Short Survey

Hi [fname],

I am excited to offer you an opportunity to share your thoughts and ideas about [brand] by completing an **xx-question** employee survey. Your feedback will help [brand] understand the perceptions and needs of employees throughout the entire organization.

Please click the link below to begin the survey:

[link]

We want to assure you that your survey feedback is anonymous and no employee of [brand] will see your response in connection with your name. It is important to note that we do use unique survey links for each survey taker to ensure we only hear from each employee once and to avoid gaming that can happen when a single shared link is used, but no employee of [brand] is able to access the information necessary to correlate your unique link to your survey response. Only ClearlyRated employees who are tasked with fielding this anonymous survey can access that information and they are strictly prohibited from sharing that information with an employee of [brand].

This survey includes optional demographic questions that will be used for reporting purposes only. Your answers to these demographic questions will never be directly connected to your individual survey answers and feedback. Reporting on this important information overall will help improve diversity, equity, and inclusion across the company and industry. Please feel free to skip any questions you are uncomfortable answering.

Please reply to this email if you have any questions regarding the survey.

Thank you in advance for your help with this important survey.

Sincerely,

Eric Gregg
CEO and Founder
ClearlyRated

This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at survey@clearlyrated.com. Read our Privacy Policy.

ClearlyRated, 522 SW 5th Ave. Suite 600 | Portland, OR 97204



Employee Survey Questions (page 1 of 3)

This is the survey that will be sent to your employees. The survey includes the Net Promoter® Score (NPS) question, 12 questions to help you understand what is driving your employee satisfaction rating (driver questions), and 7 demographic questions that ClearlyRated will use for reporting to help improve diversity, equity, and inclusion across the company and industry.

SURVEY QUESTIONS

- 1. Net Promoter Score:** If asked, how likely would you be to recommend [brand] as a good place to work to a friend or family member?
(Scaled 0 - 10 answer option)
- 2. Comment:** What is the primary reason behind the rating that you provided? **[Open-Ended]**
- 3. Optimism:** I am optimistic about what the next year has in store for me working at [brand]. **[Yes/No & Don't Know]**
- 4. Community:** I **[always/sometimes/never & Don't Know]** enjoy working with my colleagues at [brand].
- 5. Fairness:** My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies. **[Yes/No & Don't Know]**
- 6. Recognition:** I **[always/sometimes/never & Don't Know]** receive recognition when I do my job well.
- 7. Advancement:** There are opportunities for advancement for me within my firm. **[Yes/No & Don't Know]**
- 8. Feedback:** I **[always/sometimes/never & Don't Know]** receive feedback in a timely manner from my immediate manager on my performance.
- 9. Pride in Firm:** I am **[always/sometimes/never & Don't Know]** proud to work for [brand].
- 10. Belonging:** I **[always/sometimes/never & Don't Know]** feel like I belong at this firm.
- 11. Merit:** The best people **[always/sometimes/never & Don't Know]** get promoted, regardless of gender, race, ethnicity, age, sexual orientation or identity, education or disability.
- 12. Support Diversity:** Management **[always/sometimes/never & Don't Know]** shows that diversity is important through its actions.
- 13. Suggestion:** What can [brand] do to improve your experience as an employee? **[Open-Ended]**

Employee Survey Questions (page 2 of 3)

The following questions will not require a response from your employees. They are optional and will be used for reporting purposes only. If you have purchased an employee survey with data segmentation, you will receive the DEI Benchmarking report for your company overall.

DEMOGRAPHIC SURVEY QUESTIONS

This survey includes demographic questions that are optional for your employee to answer and will be used for reporting purposes only. The answers to these demographic questions will never be directly connected to the individual survey answers and feedback. Reporting on this important information overall will help improve diversity, equity, and inclusion across the company and industry. Please feel free to skip any questions you are uncomfortable answering.

***1. Gender: What is your gender identity? Please mark all that apply. [Multiselect]**

- a. Male
- b. Female
- c. Non-binary or gender non-conforming
- d. Other

***2. Race or Ethnicity: What is your race or ethnicity? Please mark all that apply. [Multiselect]**

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American (Non-Hispanic)
- d. Hispanic or Latin
- e. Native Hawaiian or Other Pacific Islander
- f. Two or more races
- g. White (Non-Hispanic)
- h. Other (not listed)

***3. Identity: Do you identify in any of the following ways? Please mark all that apply. [Multiselect]**

- a. LGBTQIA+ and/or sexual orientation minority
- b. Trans (gender identity/expression does not match sex assigned at birth)
- c. Single parent or guardian family
- d. Parent or guardian with a dependent living in the home
- e. Armed Service Veteran
- f. Physically disabled
- g. Disabled in another way (intellectual, sensory, mental illness)
- h. Have been convicted of or pled guilty to charges other than minor traffic violations
- i. Other underrepresented group
- j. I do not identify as any of these groups

***4. Age: What is your age? [Select]**

- a. 25 years old or younger
- b. 26 to 40 years old
- c. 41 to 55 years old
- d. 56 to 74 years old
- e. 75 years old or older

*The answers to these questions will not be displayed in your ClearlyRated dashboard. ClearlyRated will report on this important information for your company overall in the DEI benchmarking report. This report is available to packages with data segmentation.

Employee Survey Questions (page 3 of 3)

DEMOGRAPHIC SURVEY QUESTIONS (Continued)

***5. Which of the following best describes your current job within your firm?**

(Note: this question has different answer options based on industry)

- a. Executive (C-Level/Owner/Partner) (Staffing, RPO)
- b. Branch/Office Manager (Staffing, RPO)
- c. Sales Account Executive (Staffing, RPO)
- d. Recruiter (Staffing, RPO)
- e. Support/administrative/staff (Staffing, RPO)
- f. Director/VP/Regional Manager (HR, Staffing, RPO)
- g. Executive (C-Level/Owner/Partner) (HR)
- h. HR Consultant (HR)
- i. Sales/Business Development (HR)
- j. Partner/Shareholder (Accounting)
- k. Accountant (Accounting)
- l. Equity Partner/Shareholder (Legal)
- m. Non-Equity Partner (Legal)
- n. Attorney (Legal)
- o. Staff (HR, Accounting, Legal)
- p. Other (HR, Accounting, Legal)

***6. How many years of experience do you have in your current job? Please include time in this job role at [brand] as well as at other firms. [Select]**

- a. Less than 1 year
- b. Between 1 and 2 years
- c. Between 2 and 3 years
- d. Between 3 and 5 years
- e. Between 5 and 10 years
- f. More than 10 years

***7. What is your total annual base salary? (Please do not include bonuses, commissions, healthcare or other benefits) [Numeric input]**

*The answers to these questions will not be displayed in your ClearlyRated dashboard. ClearlyRated will report on this important information for your company overall in the DEI benchmarking report. This report is available to packages with data segmentation.

Employee Testimonials & Shout Outs

Every employee who completes your employee survey is asked to provide a Testimonial and Shout Out. All Testimonials and Shout Outs are anonymous and excellent tools to celebrate your workplace and your employees.

Employee Testimonials Question:

We are collecting employee testimonials to use online or in recruiting materials. Will you share what you like best about working here?

No thanks

Yes, I'll share an anonymous testimonial

Please let us know what you like best about working here. Thank you!

This box is not prefilled for Employee

Submit

Survey Powered By
clearlyrated

If you have a problem with the survey you can contact [ClearlyRated](#) for help.

How to get the most out of your employee testimonials?

Each employee will be asked if they'd like to leave a testimonial about their experience working at your company, **regardless of the NPS rating they give**. These testimonials are anonymous and are a great tool for you to use for recruiting efforts or to share online.

The ClearlyRated Employee Survey is the only survey that we ask for a testimonial and shout out from ALL survey respondents regardless of their NPS rating to protect anonymity of the survey taker.

Employee Shout Out Question:

Thank You!

Has a coworker at Dunder Mifflin gone above and beyond for you?

Fill out the form below to anonymously recognize them for a job well done.

Employee Name (required)

Pam Beesly

What did they do to go above and beyond for you?

They left a friendly note at my desk on my first day!

(This will be forwarded anonymously to the employee survey administrator at your company and will potentially be shared with your coworkers, peers, and online)

Send

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How will positive feedback be celebrated in your company?

It's exciting when you receive high scores and positive comments from your employees. Each employee will be asked if they'd like to recognize a co-worker who has gone above and beyond. These are called Shout Outs and it's a great idea to celebrate these recognitions.

Competition Rules & Guidelines

We ask that participants follow a few very important rules and guidelines to ensure a fair competition for everyone involved.

To avoid disqualification, please review the truncated rules below and communicate them to all of your internal employees that will be involved in the competition.

DISQUALIFICATION: Participant may be disqualified from the Competition for up to 3 years if Participant is found to have engaged in one or more of the following:

1. REGARDLESS OF INTENT, TAKING SURVEYS ON BEHALF OF EMPLOYEES MAY DISQUALIFY YOUR COMPANY.

2. REGARDLESS OF INTENT, UTILIZING THE AWARD LOGO WITHOUT PERMISSION MAY DISQUALIFY YOUR COMPANY.

In addition to the specific terms above, any Participant found to have influenced or attempted to influence the results of the Survey intentionally or unintentionally in a manner that ClearlyRated determines has compromised the integrity of the Survey results data may be disqualified from the Competition and banned from participating in future Competitions for up to 3 years. In addition, the Participant's right to use prior Competition award logos may be revoked.

Survey responses from each Participant will go through a data validation process to ensure responses submitted have not been intentionally or unintentionally influenced in a manner that ClearlyRated determines has compromised the integrity of the Survey results data.

Best Practices to Ensure a Successful Survey Program

Anonymity in survey responses

We promise anonymity to your employees when they respond to the survey. This gives them an opportunity to share candid feedback without concern of any repercussion. Anonymity is achieved by hiding all employee contact information and restricting reporting abilities to filter and sort responses.

One of our best practices for employee survey invitations, is for the email invitation to be signed by ClearlyRated's CEO, Eric Gregg. Within this email we invite your employees to contact us directly with any questions or concerns, providing them with another level of anonymity. Internal employee survey programs are a true partnership, we want to become an ally for all employees at your firm.

Who should be involved in the survey process?

We suggest those in a senior leadership position to have full access to the survey results. At a minimum your HR team should be involved in compiling the employee contact list.

Clarity on expectations from leadership

As you [announce the survey to staff](#) we suggest shaping the message with an expectation of participation, explain the survey is anonymous and the purpose is to make the organization a better place to work. You'll accomplish this by tapping into staff ideas on how you can grow and improve.

We encourage you to set an expectation that all results will be reviewed and shared with the organization by a specific timeframe.

How to get the most out of your employee testimonials?

Each employee will be asked if they'd like to leave a testimonial about their experience working at your company, regardless of the NPS rating they give. These testimonials are anonymous and are a great tool for you to use for recruiting efforts or to share online.

How will positive feedback be celebrated in your company?

It's exciting when you receive high scores and positive comments from your employees. Each employee will be asked if they'd like to recognize a co-worker who has gone above and beyond. These are called Shout Outs and it's a great idea to celebrate these recognitions.

Best Practices to Ensure a Successful Survey Program

Action Plan

Once the survey has closed review the results, specifically the open-ended survey questions. Find common themes in the data and begin to create an action plan with potential process changes, automation adjustments, internal communication, etc.

Your ClearlyRated account manager will help you explore ideas of how to review the results. One exercise we find helpful is [Start, Stop, Continue](#).

Sharing Results

First share results with senior leadership and managers. We recommend sharing the results with the entire organization. When you share results include your Action Plan so employees know what changes they should expect to see and when they will be implemented.

Sharing results with the organization should be a positive experience. All organizations from one level to another have shortcomings, these should be recognized, addressed and given specific examples of how it will improve. Overall the tone should be appreciative of the time staff spent responding to the survey and excited for what's to come.

Incentives for Participation

We all love perks for participation, and it does impact response rate. Here are some examples of how an incentive can be used:

1. If 80% of employees respond, then everyone will receive a \$5 coffee card
2. If 80% of employees respond, then everyone gets donuts in the break room.
2. If 80% of employees respond, then everyone gets 2 hours of extra PTO.

Get creative!



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