Parento

GUIDE

Feedback Loop: Using Surveys to Build Better Employee Benefits

Best practices to collect and analyze employee feedback for meaningful action.

Parento

Feedback Loop: Using Surveys to Build Better Employee Benefits

Conflicting priorities mean that employers need to be intentional about the benefits, programs, and policies they offer. Companies that solicit employee feedback can improve experiences to meet the new standards and shifting employee demographics.

Ask the right questions

While many companies collect general employee feedback on aspects such as culture and communication, there is often a gap in plug-and-play surveys when it comes to understanding how effective the existing benefits and programs are. To understand how to update policies to best support modern employees, companies should incorporate both rated and open-ended questions into surveys.

Rated Questions and Examples

Asking rated questions is recommended because it provides companies with a quantitative analysis, and clear metrics for evaluation. It's also a fast way to look at the aggregated data and easily view employees' satisfaction levels with existing benefits, insurance, and total rewards packaging. Through regular ratings, companies can identify trends, pain points in offerings, etc. to make data driven decisions.

Consider quantitative ratings (such as how questions) on a scale from 1-5 where 5 is "strongly agree" or use qualitative ratings from "strongly agree" to "strongly disagree."

- How likely are you to recommend the company based on the current benefits and programs offered?
- I believe the current benefits and programs offered exceed industry standards.
- I am satisfied with our current parental leave program and policies.
- I understand the benefits, programs, and offerings available to me.
- The company's offerings have been clearly explained to me.
- I know who to go to if I need any help with benefits and programs.
- I believe the current policies and offerings are equitable for all employees.
- I believe the current policies and offerings support diverse employees and their families.
- The company's offerings support my lifestyle.
- The company's offerings and policies meet my needs.
- The company's offerings are "family-friendly."
- I have used all of the available offerings.
- I have used more than half of available offerings.
- I believe the company cares about its employees.
- I believe the company cares about its parent-employees.
- The company's offerings made me want to work here.
- The company's offerings make it a standout in the industry.
- I believe the company cares about my feedback.

Be sure to include a "N/A" option to eliminate the risk of skewed data.

Open-Ended Questions and Examples

While more time-consuming to analyze, open-ended questions offer valuable qualitative insights that complement quantitative data from rated questions. They allow employees to provide detailed feedback, suggestions, and personal experiences regarding the existing benefits and programs. If kept to 1-2 open ended questions per survey, employers can gain a lot of valuable insights.

- What benefits and programs are you most proud of having and appreciate?
- What benefits and programs do you value the most?
- What benefits and programs do you use the most? (Most defined as X/quarter)
- What benefits and programs do you wish you had?
- What would you change about the company's existing benefits and programs?
- If you could add additional benefits to our current package, what would they be and why?
- Which of the following benefits and programs have you used (list all): medical, dental, vision, counseling, ERG support, coaching, gym reimbursement, tuition reimbursement, professional development, Parento?
- How do you think our benefits and programs compare to other companies?
- What benefits or programs would you like to learn more about, or understand better?
- Anything else you would like to add?
- Which benefits and programs are the most important to you?

Best Practices to Collect Quality Feedback

- Identify the tool you're using to collect feedback. Selected questions can be added into your existing survey provider or using a shared document.
- If possible, collect feedback anonymously. This encourages honest, transparent feedback but set guidelines that open-ended responses must be constructive and professional. Employees should NOT share their name to keep the feedback future focused for change.
- Communicate why you're collecting this information, such as you're looking to improve the benefits and programs your company currently offers or getting an understanding what programs need more information shared. Set a cadence for how frequently feedback will be requested and reviewed.
- Limit open-ended questions to 1 or 2 unless you have a team that can review. AI tools can help make this quick and easy. Just make sure that all data remains confidential and use well-vetted software.
- Be clear who will receive the responses and that this feedback will not influence an employee's status, promotions, be shared with others, etc. If HR is administering the survey, consider a way for employees to provide feedback on their experiences with HR that go directly to senior leadership.
- If not sending out a formal survey or you have a small team, select a few questions that managers can ask their team in 1-1's.

Access to paid parental leave is table stakes for today's talent. Remain competitive with a policy that meets employee needs, and your budget.

↗ **Schedule a Meeting**

33%

only 33% of employees describe their work culture as "family-friendly"[1]

60%

of workers would leave their job to find a role that offers better employee benefits[2]

1.Care.com 2. BenefitsPRO

Parento

Get Started with Parento

Build a quote, customize your policy,
and roll-out in under two weeks.

Schedule a Meeting