Idea Exchange on Leveraging Employee Surveys & Feedback
September 23, 2025

Key Insights & Takeaways

- Employee surveys and feedback are valuable tools for making the case for CSR initiatives, evolving programming to meet goals and motivations of employees, and increasing employee awareness and participation.
    - Survey design should align with specific goals (e.g., program awareness, satisfaction, impact measurement).
- The biggest challenges with employee surveys among attendees were:
    - Boosting participation rates (69%)
    - Designing useful survey questions (51%)
    - Analyzing survey results to evaluate impact (37%)
- Increase survey responses by focusing communication on people leaders and middle managers and providing incentives like seeding donation accounts or raffle pool entries for additional donation credits in CSR platforms.
- Companies often balance between focused cause areas and employee choice in volunteering programs to maintain both strategic impact and high participation rates.
    - Consider reviewing data on both employees' interests and their perspectives on where the company can make the most significant impact, then concentrate efforts on areas where these overlap.
    - This data can also help to adapt programming to a company's evolving workforce.
- Interdepartmental collaboration and thoughtful communication strategies are critical for successful survey implementation and volunteer program promotion.
    - It is essential to engage employees through their preferred channels and to collaborate with internal communication teams in order to ensure effective delivery of information.
    - For "deskless" employees, consider alternative methods such as QR codes posted throughout facilities or promotion through additional internal communication channels.
    - Save time at the end of in-person volunteer opportunities for employees to both track their time and provide feedback.
- Feedback from questions incorporated within comprehensive company surveys typically requires a longer processing time before results are available.
- Multiple approaches to gathering employee feedback exist beyond traditional surveys (e.g., employee engagement or post-event surveys), including:
    - Reviewing volunteer participation and giving data to identify actual employee interests, not just what they may indicate as a preference in a survey.
    - Utilizing tools provided by CSR platform providers.

- Conducting focus groups or interviews with employees.
- Utilizing champion or ambassador networks to gather or summarize feedback can be an effective way for CSR teams to gain insights.