



**Best Companies**

**Survey Distribution Process 2011**





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# Confirming Your Employee Figures

## Confirm Employee Figures

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Please can you complete the information below:

### Employee Figures

#### Payroll Date

In order to ensure consistency throughout the project we ask that all organisations refer to their payroll between the following date range: 1st August 2010 to 30th September 2010

Please click here and select the date you are providing your payroll at:

05/08/2010



\*

Total number of **UK employees** on your organisation's payroll as at 5th August 2010.

*Do not include* employees from another organisation that are on secondment/implanted within your organisation, freelancers or sub-contractors.

Employees Working 35 Or More Hours:	<input type="text" value="3000"/>	*
Employees Working 21-34 Hours:	<input type="text" value="0"/>	*
Employees Working 11-20 Hours:	<input type="text" value="0"/>	*
Employees Working 10 Hours Or Less:	<input type="text" value="0"/>	*
How many employees have less than 6 months service:	<input type="text" value="0"/>	*
How many employees have 6 – 12 months service:	<input type="text" value="0"/>	*

# Summary



From the Summary page you will be able to download posters to promote your entry into the Accreditation and Sunday Times.

You will also be able to download a copy of the letter that should be used at least 7 days before you announce your survey.

## Summary

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Best Companies places a huge emphasis on the distribution process to ensure that it is completed in a fair, honest and consistent manner. Failure to conduct this element in accordance with the Rules of Engagement may result in your organisation being disqualified from the process and excluded from any future Best Companies projects. If you are unsure about any aspect of this process please contact your Client Liaison Officer for further clarification on 01978 856 222.

\*\*\*\*\*

**Charity contributions** - Best Companies have found that organisations offering a charitable contribution for each employee survey returned can see an increase in response rates. If you would like to offer a charitable contribution for surveys returned please email your Client Liaison with a copy of your proposed communication for your employees and confirmation of the charity you are supporting.

**Promotional posters** - To help promote the employee survey internally we have created some posters for you to use, please [click here](#) to download.

**Announcement of the employee survey** - You will need to send a letter/e-mail to all employees in your organisation to inform them of the survey. We recommend that this is done a maximum of 7 days prior to the distribution of the surveys. Please [click here](#) to download a copy of the announcement letter.

Submit



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# Tailoring Your Survey

## Tailoring Your Survey

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From this page you will be able to choose how to survey your employees either by paper or online or a mixture of both. We always recommend that if you are able to survey online that you choose this option as this tends to achieve a higher response rate.

You will be able to specify how many leavers you have had since the payroll date submitted.

You can also choose to survey more employees from this screen.

### Survey Option

Best Companies recommends that where possible organisations should opt to use online surveys; they tend to achieve a higher and quicker response rate

Please choose a survey option from the list below:

- Online Only option (For this option you will be required to supply your employee email addresses. Best Companies will email the employee survey)
- Paper Only option (For this option we will send you the required amount of paper surveys and you will distribute them to selected employees)
- Online/Paper option (See options above)

### Additional Insights

Your organisation is required to survey 1499 employees. Would you like to survey more employees

# Clarifying Leadership Roles



There are several questions within the survey that refer to the leader and senior management of the organisation, you will need to clarify who these people or groups of people are. The text that you type here will appear in the covering letter as shown in the next slide.

## Clarify Leadership Roles

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There are two key roles that are used in several of the questions in the Leadership factor: 'The Leader' and 'Senior Managers'. Please provide either a name(s) or description to ensure clarity around these terms. Please take care when entering this information, **the information below will appear as typed within the covering letter for your survey.**

When answering questions about 'The Leader of your organisation', who should employees of your organisation refer to?

When answering questions about 'senior management of the organisation' who should employees of your organisation refer to?

Please see below for example questions:

- **The leader of this organisation runs this organisation based on sound moral principles**
- **I am inspired by the person leading this organisation**
- **Senior managers of this organisation do a lot of telling but not much listening**
- **Senior Managers truly live the values of this organisation**

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Save & Next

# Your Covering Letter



Dear Respondent,

Our organisation has registered to participate in the Best Companies Sunday Times List 2011 and Accreditation 2011 survey. This survey is conducted by Best Companies Limited - an independent and authoritative research company that specialises in Workplace Engagement. The Sunday Times Best Companies To Work For list will be published in the Sunday Times during March 2011 and the annual Best Companies Accreditation list is published in January 2011.

All employees have been chosen to participate in the survey. Please help by completing the survey on what it is like to work for us at 'A Company'.

The survey will take around 15 minutes to complete, and your responses will help us to recognise what our organisation is doing well. It will also help us to identify what you would like changed or are currently unhappy about. Please be completely honest and include all your thoughts in the survey, whether good or bad.

Best Companies Limited guarantees the confidentiality of your responses and we will not have access to individual data. The unique ID number on the back of the survey is to identify which organisation you work for and to prevent duplication of survey responses. For your own protection please keep this confidential.

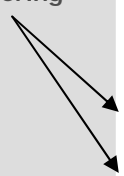
When completing the survey please use the following guidelines:

## **Leadership**

Where the survey refers to 'the leader of this organisation' please respond about John Smith.

Where the survey refers to 'senior management of the organisation' please respond about The Board Member

This is how the text  
you have entered will  
appear in the covering  
letter/email





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# Defining Employment Groups

## Option 1—Up to 10 Groups without hierarchy

### Define Employment Groups

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In order to tailor the information and data you receive back on your organisation, you need to specify Employment Groups. This information will allow you to analyse how employee sentiment varies by group/department/division.

If your organisation will be participating in this survey over consecutive years, you have the opportunity to view year on year data for the Employment Groups you select; providing you maintain the same groups for each year of participation. We therefore recommend that you consider carefully the way in which you construct these groupings. If you wish to discuss these groupings in more detail please call your Client Liaison Officer on 01978 856222.

Multi Jobs: Do not include employees more than once within the Employment Groups. Please ensure you **include** leavers in the employment group breakdown. Your total figure needs to match your total headcount as of 30th September 2010.

You may provide up to ten Employment Groups.

Please provide the names of your chosen Employment Groups below. **We recommend that each group should have at least 12 employees**, as we will be unable to report back on any groups where we have less than 6 responses.

[Please click here for guidelines on Employment Groups](#)

Please refer to your pay roll as of the 30th September 2010

Code	Employment Group	Head Count
A1	HR	25
B1	Marketing	25
C1	IT	25
D1	Accounts	51
E1		0
F1		0
G1		0
H1		0
I1		0
J1		0
<b>Total</b>		126

From this page you will be asked to define your employment groups, this enables us to feedback data on the specific groups that you have defined within your organisation.

The employment group text that you enter will appear in the covering letter/email exactly as it is typed.

You must ensure the total headcount matches the figures you have given previously either at registration or at the 'Confirm Figures' stage.

## Defining Employment Groups

### Option 2-Up to 100 Groups with 2 levels of Hierarchy



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If you have chosen up to 100 groups you will need to download and populate a spreadsheet

Once you have populated the spreadsheet (ensuring the total headcount figure matches the figures you have entered previously) you can use the Browse and Upload functions to submit your groups

	A	B	C
1	Level 1	Level 2	Head Count
2	Human Resources	Hamilton Site	30
3	Human Resources	Harrison Site	25
4	Finance	Receivable	25
5	Finance	Payable	25
6	Sales & Marketing		30
7	Account Management	National	70
8	Account Management	Europe	45
9	Account Management	Middle East	50

# Job Role Options



Best Companies provide a number of generic job roles based on the sector you specified at registration, these are in addition to the Employment Groups which you have defined previously. You can choose to omit these from this screen, if you do this they will not appear on the on-line survey and a message will be added to the paper covering letter 'Please Ignore Roles Option On The Employee Survey.'

## Job Role Options

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Best Companies provide generic job role descriptions for your employees based on the sector you specified when registering. Previously participating organisations have found the results data on these roles very helpful as they allow organisations to benchmark roles against other organisations in the same sector. We appreciate that they may not be an exact fit for your organisation but have been designed to provide the best possible representation.

The sector you specified is **Hospitality**

The job roles associated to this sector are as follows:

- K - Accounts/ finance/ legal
- L - Administration/ secretarial/ support/ facilities
- M - Back of House/ kitchen staff/ housekeeping/ Maintenance
- N - Front of house/ waiting & bar staff/ reception
- O - HR/ operations/ training
- P - IT/ systems
- Q - Sales and marketing/ events
- R - Senior management
- S - Site/ regional manager
- T - Other

Alternatively, if you would prefer to omit the roles from the employee survey please tick here

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# Submit Distribution Section 1

## Submit Distribution Section 1

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Are you sure you want to submit this section of distribution?

Once submitted you will no longer be able to amend the information on the previous pages

If you need to make any amends to the previous pages you will need to contact Best Companies on 01978 856222 to unlock these steps.

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Submit

Once you have submitted section1 you will no longer be able to make changes to the data you have entered previously.

PLEASE ENSURE THAT THE PREVIOUS INFORMATION IS CORRECT BEFORE YOU SUBMIT.

If you need to make changes after you have submitted you will need to contact Best Companies.

# Sampling Option

You will now need to decide if you would like Best Companies to produce your random sample or if you would like to do it yourself.

We always advise that we produce the random sample as this is the easiest and quickest process.

## Sampling Option

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Option 1

This is the quickest and easiest option to implement your employee survey. Best Companies will create the random sample for you. You will only need to provide us with a list of employees names please [click here](#) to download spreadsheet and email to your Client Liaison contact.

Option 2

You wish to create the random sample.  
Best Companies will provide you with an algorithm and strict instructions.  
All instructions must be followed accurately, checks will be made and evidence confirming the adherence to our specific instruction may be required. Failure to comply may result in disqualification.



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# Online Survey Distribution

## Online Survey Distribution

\*\*\*\*\*

An email will be sent to each employee selected to participate in the employee survey. Please review this email in detail prior to your distribution and contact Best Companies with any concerns or amendments. Only Best Companies can amend the text within the email.

*You can download the survey covering email on the download distribution communication page (please note this can only be accessed once you have submitted your distribution date).*

If you have any email content filtering or anti-spam measures please also ensure that survey@bestcompanies.co.uk is added to your IT system's 'white list'.

### Send Test Survey

Email Address:

Please note that this is a test link and will only test if you can receive the survey, you will not be able to view the survey via this link and for this reason please do not forward this link onto your employees.

You now have the option to test your filtering or anti spam measures to ensure the email survey from Best Companies will arrive safely.

# Option 1- Best Companies to produce the random sample



## Creating your sample

\*\*\*\*\*  
Please confirm how many sites/locations your organisation has?

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Save & Next

If you have chosen Best Companies to produce the random sample and you have more than 20 locations or business areas you may be asked to provide us with a breakdown of these, download the Excel spreadsheet and populate with each business area/location having a corresponding headcount. We will then use this information to represent all areas of your business when surveying.

# Option 1- Best Companies to produce the random sample



You will need to download and populate a spreadsheet with your employee information then email it to your Client Liaison Officer who will then use the information to produce a random sample. You will be able to export a list of those employees who will need to receive a paper survey.

1 Instructions for completing the Distribution worksheet					
2					
3					
4	<b>General Instructions:</b> Please enter your employee details in the distribution worksheet (click on the 'Employee Names' tab at the bottom of this window). Please note it is your responsibility to provide Best Companies with correct details. We cannot be held responsible for bounce back or undeliverable emails. Please ensure the employee has full internet access. Any employee without an email address will receive a paper survey.				
5	<b>Do's and Don'ts</b>				
6	- leave the email address cell blank if the employee does not have their own email				
7	- enter the full email address in the required field				
8	- include every employee who is on the pay as of the selected date you have specified				
9	- ensure your total figure matches your headcount figure at registration.				
10					
11					
12	<b>Example</b>				
13	<b>First Name</b>	<b>Surname</b>	<b>Email Address</b>	<b>Start Date Or Payroll Number</b>	<b>Area/ Location / Division</b>
14	Sarah	Jones	sjones@acompany.co.uk	AB10000	Sales
15	Bob	White	bwhite@acompany.co.uk	AB10005	Marketing
16	Peter	Dixon		AB10008	Warehouse
17	Katie	Stevens	kstevens@acompany.co.uk	AB10009	Personnel
18	Pam	Smith	psmith@acompany.co.uk	AB10010	Sales
19	Sid	Slater	sslater@acompany.co.uk	AB10025	Sales
20	Polly	Edwards		AB10036	Dispatch
21	Alan	Parry		AB10048	Warehouse
22	Thomas	Lewis	tlewis@acompany.co.uk	AB10050	Marketing
23	Amy	Black	ablack@acompany.co.uk	AB10068	PA
24					
25					
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36					
37					

Please double check that all email addresses provided are correct and valid

If an employee does not have an email address please this cell blank

Please supply start date or pay role only, do not leave blank

Please Include all employees who were on your pay roll (excluding leavers)

# Option 1 – Best Companies to produce the random sample



Once we have uploaded and randomised your employee names you will see this screen. When you receive your paper surveys this data will tell you who you will need to send them to. Please note we will send the email surveys.

## Random Sample Completed

\*\*\*\*\*

We have now completed your random sample, please find below the list of employees who will require a survey.

[click here](#) to export full list

First Name	Surname	E-Mail	Start Date or Payroll Number	Business Area/Location/Division	Culture
Employee 1	Employee 1		1000	Accounts	en-GB
Employee 10	Employee 10		1009	Accounts	en-GB
Employee 100	Employee 100		1099	Accounts	en-GB
Employee 1001	Employee 1001		2000	Marketing	en-GB
Employee 1002	Employee 1002		2001	Marketing	en-GB
Employee 1003	Employee 1003		2002	Marketing	en-GB
Employee 1004	Employee 1004		2003	Marketing	en-GB
Employee 1005	Employee 1005		2004	Marketing	en-GB
Employee 1007	Employee 1007		2006	Marketing	en-GB
Employee 1008	Employee 1008		2007	Marketing	en-GB
Employee 1009	Employee 1009		2008	Marketing	en-GB
Employee 101	Employee 101		1100	Accounts	en-GB
Employee 1010	Employee 1010		2009	Marketing	en-GB
Employee 1011	Employee 1011		2010	Marketing	en-GB
Employee 1014	Employee 1014		2013	Marketing	en-GB
Employee 1017	Employee 1017		2016	Marketing	en-GB
Employee 1019	Employee 1019		2018	Marketing	en-GB
Employee 1020	Employee 1020		2019	Marketing	en-GB
Employee 1023	Employee 1023		2022	Marketing	en-GB
Employee 1024	Employee 1024		2023	Marketing	en-GB
Employee 1025	Employee 1025		2024	Marketing	en-GB
Employee 1026	Employee 1026		2025	Marketing	en-GB
Employee 1027	Employee 1027		2026	Marketing	en-GB
Employee 1031	Employee 1031		2030	Marketing	en-GB
Employee 1032	Employee 1032		2031	Marketing	en-GB

1 2 3 4 5 6 7 8 9 10 ...

## Option 2 – You will produce the random sample



If you choose option 2 to perform the random sample yourselves, you will need to follow the instructions below.

If you have chosen option 2 and you have more than 20 business areas, we will provide you with a survey split for these.

Where you have chosen on-line and paper you will need to supply us with a list of employee emails.

### Random Sample Instructions

\*\*\*\*\*  
Please collate the names of your employees into a single file. Then, using the following formula, select 1499 individuals;

- Create a list of all employees on your payroll. This list should be your payroll as it stood on the 1st July 2010.
- Remove any employees that have left the organisation since the 1st July 2010.
- Take the bottom 17 people on the list and put them on the top of the list.
- Your quotient is 2. Using the resulting list count down to the 2nd person, they will be the first person to receive a survey. Repeat this process identifying every 2nd person to receive a survey for the whole list.

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# Communications Download

From this screen you can download your communications. If you decide to amend your covering letter you will be able to submit your amends online for approval.

## Communications Downloads

\*\*\*\*\*  
This section enables you to view and download all the communications needed to help you distribute your employee surveys. These communications can be amended (except for the highlighted areas), however, we do request that you provide a copy for approval by a member of the Best Companies team before circulating to your employees.

Please ensure that you inform us of any other verbal or written communications distributed to employees relating to this project.

### [Survey announcement letter \(Click Here\)](#)

You will need to send a letter/e-mail to **all** employees in your organisation to inform them of the survey. This should be done 7 days prior to the distribution of the surveys.

### [Online Survey Invitation \(Click Here\)](#)

This communication will be emailed with the online survey invitation by Best Companies.

### **Employee Survey Reminders**

Automatic reminder emails will be sent by Best Companies to employees that have not submitted their survey only 5 and 10 working days after the survey has been launched.

### [1st Reminder - Sent after 5 days \(Click Here\)](#)

### [2nd Reminder - Sent after 10 days \(Click Here\)](#)

If you would like to send out a reminder to employees who are completing a paper survey please use the templates we provide

### [Paper/Email Chaser - click here to download template](#)

### **Paper Covering Letter**

Please [click here](#) to download your paper covering letter. This letter must be sent with all paper surveys; we recommend this is sent out to your employees on your organisations letter headed paper.

### **Custom Paper Covering Letter - Approved**

Thank you for submitting your paper covering letter changes, These changes have been approved and you can download your final paper covering letter [here](#)

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# Charitable Contribution

Many organisations make a charitable contribution for each survey returned; this has proved to be very successful in achieving higher response rates. If your organisation will be making a charitable contribution we ask that you provide details on this page.

## Charitable Contribution

\*\*\*\*\*

Best Companies have found that organisations offering a charitable contribution for each employee survey returned can see an increase in response rates.

Will your organisation be making a charitable contribution to a charity for each employee survey returned?

- Yes
- No

### Charity Details

Name of the charity you are supporting

The value you are pledging to donate for each returned employee survey (for example: £1.00 for each returned employee survey).

Comments

# Distribution Summary



You will need to confirm several things in order to submit distribution.

You have an opportunity to remove the employment groups and roles if applicable for the electronic survey, by doing reduces the length of the survey invitation and is advisable.

## Distribution Summary

- Your organisation will be sent **1499** surveys.
- You have selected the **Online/Paper** survey option.
- You have provided **0** e-mail addresses.  
Your employees will receive their online survey by 4pm on your selected distribution date.
- Best Companies will send you **1499** paper surveys. You will receive the paper surveys within the next 5 working days, if you do not please contact your client liaison on 01978 856222 or email to discuss.
- You have entered that your organisation belongs to the **Property** sector.
- If any of the above information is incorrect, please contact Best Companies to amend.

## Distribution Confirmation

- I can confirm the above statements are correct for my organisation.
- I can confirm that I have read and will comply with the distribution guidelines provided to me by Best Companies. I am fully aware that failure to abide with these guidelines will result in my disqualification from the Best Companies process.
- I can confirm that I have reviewed and downloaded the covering letters and that I have forwarded any amendments onto Best Companies.
- I can confirm that I have asked my IT department to put [survey@bestcompanies.co.uk](mailto:survey@bestcompanies.co.uk) on our white list, to test the survey [click here](#)
- I have completed the distribution section and I am ready to survey employees.
- I am aware I need to achieve a minimum response rate of 39.5%
- I am aware that anyone who has joined the organisation after the 21st July 2010 will not receive an employee survey.

## Online Survey Invitation

To reduce the length of your online survey invitation you may wish to remove the employment groups and/or roles? (These will be visible to employees when they log onto the employee survey).

I would like to have my employment groups removed from the online survey invitation  Yes  No

I would like to have my roles removed from the online survey invitation  Yes  No



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# Congratulations Distribution Complete

## Distribution Complete

\*\*\*\*\*

**Thank you for completing the Distribution Process. You will receive an email from Best Companies once your surveys have been dispatched.**

[Home](#)

Congratulations –  
Distribution Complete.

Best Companies will now  
review and arrange  
delivery of any paper  
surveys required.

At this stage you cannot  
make any amends to the  
data provided, if needed  
you must contact your  
client liaison office  
immediately.