



Best Companies

Survey Distribution Process 2011





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Confirming Your Employee Figures

Confirm Employee Figures

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



Summary

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

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.



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Tailoring Your Survey

Tailoring Your Survey

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.

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

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.

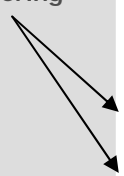
When completing the survey please use the following guidelines:

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

Define Employment Groups

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
Total		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.

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

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

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.



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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.



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Distribution Instructions

Distribution Instructions

Please provide the email addresses of all employees who are to receive an employee survey and who have both email and internet 'web' access. These employees will be sent an email from survey@bestcompanies.co.uk with a link to our survey website and their unique login code.

We will send you paper surveys to distribute to the remaining selected employees. We do not need names for people who will be surveyed by paper.

Best Companies takes privacy seriously. The employees' details you provide will only be used for the purposes of conducting the survey. These details will be destroyed from our files in March 2014. We will not pass these details on to any third party and will not use the details for marketing purposes.

If you have any queries regarding survey distribution please call a member of the Best Companies team on 01978 856222.

Please provide the email addresses of the employees who should participate in the survey electronically:

STEP 1: Download your current spreadsheet by clicking on the 'Download' button. Your internet browser will ask you to open or save this file. Please choose **Save** and save the file to your desktop. Once downloaded, click on 'Open' to open the file.

STEP 2: Enter your employee email addresses into the spreadsheet. **Please do not alter the format or layout of this sheet in any way.** Once you have entered the information, save the spreadsheet to your desktop.

STEP 3: Select your completed spreadsheet using the browse button here

Start again (remove all uploaded)

Add to already uploaded

STEP 4: Upload your employee email addresses spreadsheet by clicking the button here

STEP 5: Verify that your employee email addresses appear below.

liz@bdh.com
beccy@bdh.com
donna@bdh.com

If you have selected the online survey option, at this stage you will need to provide your employee email addresses.

You must download an excel spreadsheet from your Best Companies webpage, add your email addresses and upload the same spreadsheet back onto the website.



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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



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Set Date and Distribution Summary

You can now choose the date on which to distribute your surveys. Email surveys will be sent between 9 and 5pm on the date you choose. Paper surveys will be sent to you 5 days prior to this date, for you to distribute

You will also need to confirm several things before submitting this page.

Distribution Date

Please select a date to distribute your surveys; this date must be between the 01/09/2010 and the 29/10/2010. Please note that you will be required to achieve a minimum response by the 19th November 2010.

Distribution Date: 

Online Surveys

Best Companies will send the survey invitation to your employees by 4pm on your selected distribution date. Please ensure that survey@bestcompanies.co.uk has been added to your IT system's 'white list'.

Paper Surveys

Best Companies will send your paper surveys to you within 5 working days prior to your distribution date. Your survey pack will be sent to the following address:

- Project Manager
- Alternative Project Manager
- Other Address

Attention of: *

Address 1: *

Address 2:

City: *

County:

Post Code:

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 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.