

Playbook

Employee Experience Survey



An Employee Experience Survey is a useful tool to understand the lived experiences of your candidates or employees. It is used to identify to what extent the lived experiences are aligned to the desired experiences you have defined. This helps you to highlight any gaps and address this through your relevant HR practices.

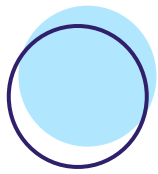
The employee experience map is therefore used as the basis for defining your employee experience survey. This resource walks you through building an employee experience survey based on an employee experience map.

Instructions

- Use your employee experience map for drafting survey questions based on the desired experiences you have designed.
- Decide which touchpoint and interactions you want to focus on, in other words, when will you use the survey?
- Define questions covering the **think, feel, and do** components of the desired employee experience.
- Add any relevant additional survey questions that help you gain insight into the overall experience.

Tips

- Be clear about the objectives of your survey and the data you would need to gather to achieve these.
- Align your survey with the desired outcomes of your employee experience map.
- Your survey questions should measure the difference between current and desired experiences.
- Keep the survey concise. Do not include more than ten questions.
- Ask questions that can be quantified to help you gain insights into trends over time (e.g., “How comfortable did you feel?”).
- Include some actionable and open-ended questions too (e.g., “How can we improve this experience?”).
- Be intentional about where you use the survey and where it fits in your current HR practices. Think about the format and mechanism that is fit for purpose for your organization.
- Use net promoter scores as an indicator for the overall experience by including this as a standard question in all your experience surveys (e.g., “How likely are you to recommend the organization based on your experience?”).



GLOBAL INC.

This is an example of **Global Inc.**'s experience map. In the past year, they have struggled to fill critical skills roles and have consistently received negative feedback on their interview process. The HR team has prioritized the interview experience and has used an experience map to define the desired experience that they want to create. They have made several changes to their HR practices to deliver this experience and now want to measure if these changes are bringing them closer to the desired experience. Have a look at their experience map to understand the desired experiences they have defined for the **interview process**.

BEFORE

DURING

AFTER



Experience

What does the desired experience look like?

Candidates feel well prepared for the interview and know how to showcase their skills and abilities.

Candidates feel comfortable during the interview and successfully demonstrate how they can contribute to the organization. They answer the interviewers' questions and ask thoughtful questions.

Candidates feel they got a realistic idea about the company and the role. They are excited about the organization and would like to work there. They also tell others about the pleasant interview experience.



Think

What are employees desired to think?

How do my qualifications align with the job requirements?
How can I contribute to the organization?

How do my responses align with the job requirements and company values?
How are the interviewers reacting to my performance?

How well did I answer the interview questions?
Is this a fit?
I would love to work there!



Feel

What are employees desired to feel?

I am excited to showcase my skills and abilities.

I feel welcome and comfortable but also, slightly nervous.
I feel determined to present my qualifications in the best light.

I feel excited and slightly relieved that the interview is over.
I am curious about the outcome!



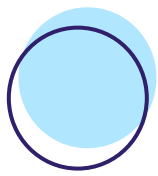
Do

What are employees desired to do?

Researching the company and the role.
Reflecting upon past work experiences and future desires.

Answering interview questions clearly and concisely.
Asking thoughtful questions about the role and the company.

Telling other people about the pleasant interview experience.



Employee Experience Survey Questions | Example



GLOBAL INC.

Based on the experience map on the previous page, Global Inc. has come up with the following questions to include in their employee experience survey about the interview process. The survey will automatically be triggered for candidates who have completed their interviews.



1. I had enough information to adequately prepare for the interview.



2. I felt valued during the interview process.



3. I felt I had the opportunity to showcase my skills and experience during the interview.



4. Considering my interview experience, I am likely to accept an offer.



5. Based on your experience, how likely are you to recommend the organization to others?



6. Which aspects of the experience stood out to you, positively or negatively?



7. What could we have done differently to improve this experience?

Generic questions

NPS question

Open-ended questions



Think



Feel

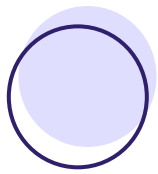


Do



Overall experience

For questions one to five, add a score, e.g., a 5-point Likert scale:
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.



Employee Experience Map | Template

Use this template to create your own experience map.



Experience:

BEFORE

DURING

AFTER



Experience

What does the desired experience look like?



Think

What are employees desired to think?



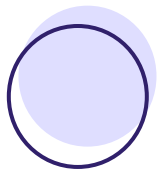
Feel

What are employees desired to feel?



Do

What are employees desired to do?



Employee Experience Survey Questions | **Template**

Use the experience map you created on the previous page to outline the questions that you want to include in your experience survey.

Brain icon

Heart icon

Hand icon

Refresh icon

12 horizontal bars for question input

Remember to add a score to your generic, closed questions, e.g., a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

- Think
- Feel
- Do
- Overall experience