

Why Annual Surveys Can't Improve Employee Engagement

Annual surveys have been the cornerstone of identifying employees' workplace sentiments for years. Seramount researchers recently asked **3,000+ employees** what they believe about engagement surveys to understand how accurately the results reflect their workplace experience.



30%

of employees **believe their companies do something** with the survey results



40%

of employees who don't answer hold back because they **lack trust and fear retaliation**



34%

of employees **aren't "completely honest"** in their survey responses

Source: Seramount research.

Engagement scores should indicate where HR and talent teams are succeeding or where they need to step in. But when employees are afraid or uninterested in sharing their true feelings, how can you authentically connect with them?

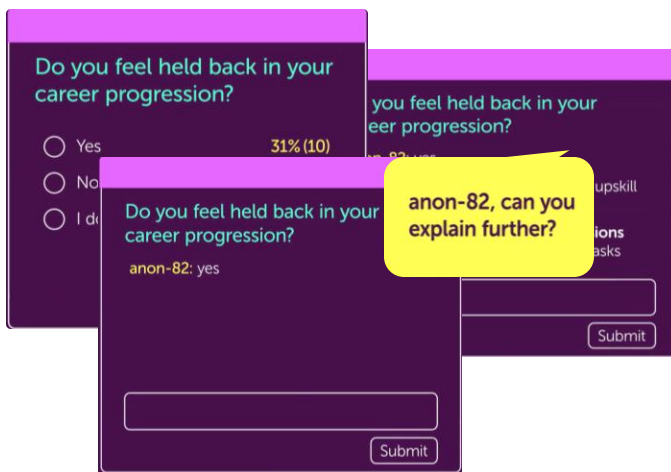
These "survey confessions" prove that companies can't rely on this method of feedback anymore—they need a better solution to understand changing workplace dynamics.

Talk to our team of experts about better alternatives for measuring employee engagement and optimizing your talent management strategy.

Capturing the Right Feedback Is Critical

Introducing Employee Voice Sessions: A New Way to Listen to Your Employees

Our unique Employee Voice Session (EVS) technology captures **unfiltered, actionable employee insights**. These live, virtual listening sessions combine the power of focus groups and engagement surveys **in a safe, anonymous, and solutions-oriented forum**.



30–60-minute anonymous, online focus groups



Gather rich data in an engaging, expert-facilitated forum



Deliver an authentic portrait of employees' experiences

EVS-Powered Organizations Can...



Supplement Data with Qualitative Context

Move beyond quantitative survey responses to identify underlying factors



Increase Anonymity and Psychological Safety

Create a safe space where employees feel comfortable sharing honest experiences



Identify Acute Areas of Opportunity

Follow employee-and-stakeholder-informed insights to direct immediate action

“...I've never seen another tool that can gather employee insights in such an engaging way.”

-Chief Culture Officer, Global Insurance Company

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