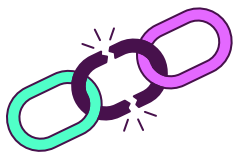


Survey Says: Traditional Approaches to Measure Engagement Aren't Working

To break free from “The Great Detachment,” organizations need a more holistic, action-driven **model**. Companies are drowning in employee data but still struggling to pinpoint the root causes of disengagement. Despite substantial investments in surveys and other listening tools, employee engagement, productivity, and morale continue to decline. When employees believe their feedback won't lead to change—and HR leaders lack a clear strategy to act on survey results—frustration grows on both sides.

The Status Quo Isn't Measuring Up



Disengagement

67% of organizations report stagnant or declining engagement scores



Survey Fatigue

52% of employees feel their feedback is ignored



No Plan of Action

74% of HR executives admit their survey questions lack clear action steps

How HR Leaders Can Close the Engagement Gap

HR leaders must shift from passive data collection to proactive listening. Here's how:



Identify the root causes behind employee sentiment—not just surface-level scores.



Build the infrastructure to act on employee insights and drive organizational change.



Measure progress over time to refine strategies and ensure continuous improvement.



Share findings and next steps to build employee trust and encourage engagement.

The Future of Employee Listening—A Smarter Approach



HR leaders need tools that do more than collect feedback—they need **tools that drive change**. With the right mix of **technology and strategy**, organizations can diagnose the underlying factors limiting their employee experience.

Seramount's breakthrough innovation, **Employee Voice Sessions (EVSs)**, combines the **scale and reach of engagement surveys** with the **personalization and nuance of focus groups in an anonymous setting**.

