

Best Companies Group▶▶▶

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Why should our organization consider the option to customize the Job Role and Department demographics on the employee survey?

We offer the option for program participants to customize these two survey demographics for a number of reasons:

- If you list your organization's unique Job Role and Department titles on the survey, then employees who come to those sections can more readily identify which titles are appropriate for them to choose. Employees will be less likely to simply select "Other" because they aren't sure how to answer. As a result, your response data in the Job Role and Department demographic categories will be more accurate and more valuable to you in pinpointing individual areas of strength and opportunity (*if the Employee Feedback Report is purchased*).
- Some companies choose to customize in order to maximize the amount of response data they're able to receive for review. To maintain respondent anonymity, we do not report any response data for less than 5 individuals in any one demographic category. By grouping smaller roles and departments together, you will be more likely to capture 5 or more responses than if you had used the multiple categories found on the standard survey (*if the EFR is purchased*).
- Customizing allows you to focus on any specific employee demographics that you would like to measure. For instance, some companies customize their survey to eliminate the Job Role and Department titles entirely and only capture "Exempt" versus "Non-exempt" demographics. Other employers designate separate geographic office locations instead of Departments (*if the EFR is purchased*).

The standard Job Role and Demographic survey categories can be found on the last page of the Employee Engagement and Satisfaction Survey (see the "Survey and Report Samples" link at www.BestPlacestoWorkBR.com) and are also listed below. This link also contains a sample Employee Demographic Report so you can view how the respondent data will be presented (*if the EFR is purchased*).

If you have any further questions regarding customization of the employee survey, please feel free to contact Jackie Miller, Operations Coordinator, at JackieM@BestCompaniesGroup.com or (717) 909-1570.

Current Job Roles (*Which of the following best describes your role?*)

Administrative/Clerical	Production/Service
Executive/Partner	Professional
Manager or Supervisor	Other

Current Departments (*In which department do you work?*)

Customer Service/Care/Support	Maintenance/Operations
Development/Fundraising	Marketing/Advertising
Finance/Accounting	Production
Human Resources	Research & Development
Information Technology	Sales/Retail/Business Development
Legal	Other