

FOR IMMEDIATE RELEASE

INTERNAL COMMUNICATIONS SURVEY GATHERS EMPLOYEE ATTITUDES USING SYSTEMS AND EXPERTISE FROM SURVEY SUITE

*Change happens; it is how it is dealt with that counts. **Sigmer Technologies** have recently executed **an internal communications survey** for the UK Science and Technology Facilities Council (STFC) to establish attitudinal **benchmarking** for future staff surveys as the organisation moved forward.*

Brighton, East Sussex - The STFC is a science driven organisation, dedicated to conducting the highest quality research, and tackling some of the most fundamental scientific questions. Attracting some of the best scientists and researchers from across the globe, the Council brings together a broad range of minds.

The STFC; composed of seven establishments, in three different countries; had undergone considerably organisational change and the Council sought to gather attitudinal feedback from the 6,500 scientists, technicians and administrators that comprised its workforce. A key aim was to establish an informed baseline for all future employee surveys. The outcome of the employee survey would help to define the internal communications programme and be incorporated into the overall Communications Strategy. A primary objective of the survey project was to collate staff opinions on whether the existing communications channels provided effective delivery and which of the multitude of channels, staff actually preferred.

STFC selected Sigmer Technologies Ltd. in the competitive procurement because of Sigmer's experience, its Survey Suite range of products and survey methodology, and because of its very competitive pricing.

The survey project, which used a combination of an **on-line questionnaire**, clip-board survey and paper **questionnaire**, consisted of a number of activities including:

1. Development of questions
2. On-line questionnaire design
3. Accessibility design
4. Questionnaire visual design
5. Survey database design
6. Development of on-line invitation
7. Execution of the on-line survey
8. Execution of the clip-board survey
9. Execution of the paper survey
10. Consolidation of the survey datasets
11. Analysis of the survey datasets
12. Reporting of survey results

The **survey project** was led by Professor Charles Jackson, a senior academic in the field of Occupational Psychology and the Sigmer survey project team included survey designers, visual designers and database specialists. The Sigmer team worked closely with the STFC Team to develop the employee attitudinal questions as well as the requirements for the full analysis and reporting of the survey response data.

The survey project was based on Sigmer's Survey Suite survey team, survey methodology and survey system

(see http://www.surveysuite.co.uk/staff_surveys/project.php)

Sigmer provided the STFC with an **on-line reporting portal**, allowing them to view a dynamic report of the employee responses at anytime during the survey. The final response dataset was analysed and a detailed report prepared to the specification required by the STFC.

The **survey** was anonymous and staff were encouraged to be open and honest in their response. However, in order to further support the **on-line survey**, STFC staff were also approached by interviewers to complete a paper questionnaire or a clip-board survey - the information gathered being data-entered into the on-line repository to create a consolidated survey database.

In conclusion, the employee communications survey was extremely successful and achieved a high response rate from staff. The project was executed promptly and efficiently by Sigmer Technologies and at a cost that was very attractive to STFC.

The staff survey provided a baseline for future evaluations of staff perceptions and organisational engagement.

About Sigmer Technologies Ltd. and Survey Suite

Sigmer Technologies was formed in 1999 and is based at the Sussex Innovation Centre, on the University of Sussex Campus in Brighton. We are experts in **survey design, survey development** and management of **response data. We can help you gather reliable data from your target audience** and achieve high response rates by conducting **demographic profiling** and a thorough **assessment of usability and accessibility needs**, during the **survey design** stage. See our range of survey case-studies at http://www.surveysuite.co.uk/case_studies/index.php

Sigmer provide the Survey Suite range of products and apply these to many different survey projects including staff surveys (http://www.surveysuite.co.uk/staff_surveys/project.php), customer surveys (http://www.surveysuite.co.uk/customer_surveys/project.php) and research surveys (http://www.surveysuite.co.uk/general_surveys/project.php)

Sigmer provide secure hosting of on-line surveys from their secure datacentre based in London. More details of our technologies can be found at http://www.surveysuite.co.uk/survey_systems/Technology/

And our services are detailed at http://www.surveysuite.co.uk/survey_systems/

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