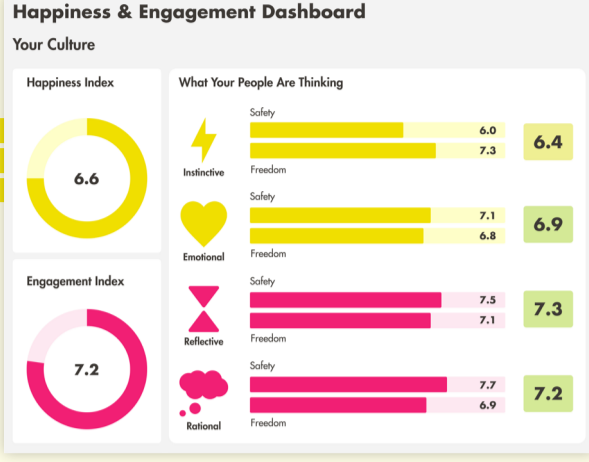


The Happiness Index

Tips To Boost Responses & Survey Effectiveness



Pre-Survey Comms Is Super Important To Encourage Responses

Timeline	Action	Goal
2-4 Weeks To Go...	Tell everyone "It's Coming!"	Send Intro poster
2 Weeks To Go...	Teasers & operational briefings - excite and educate	Send Video
1 Week To Go...	Provide clarity on how to participate	Send Explanation Poster
It's Here!	Survey launch day. Notify everyone they have a survey in their inbox	Send It's Here poster

Top Tip | Get the CEO involved to demonstrate the investment from the business. Always a winner!

Post-Survey Comms To Keep Everyone Engaged

Timeline	Action
Within 1-2 Days	Acknowledge initial responses
Within 5-7 Days	Continuous reminders to complete the survey
1 Day To Go...	"Last chance! We want to hear from you"
Survey Closed	Thank you!
Within 3-7 Days	Thank staff for their feedback. Communicate top-level survey results

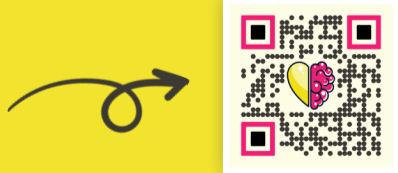
Communication Is Key

Repetition and consistency are your best friends when it comes to response rates. Our mantra... More! More! the business. Always a winner!

Top Tip | If you want to maximise response rates even further then check out our [bespoke personalised comms plans](#) to supercharge your initiative!

Together We Will Boost Your Organisation's Cultural Health

Want to join our Happiness & Humans community? We bring together likeminded people leaders who want to make the world of work happier! **Scan the QR to check it out!**



Shape Your Future With **Real-Time Feedback**