



# 5 Tips to Solicit Meaningful Employee Feedback and Improve Your Internal Communications



Improving your internal communications is a critical step to fostering a better work environment. One where everyone has the information they need to do their job to the best of their ability.

It's all too easy to think optimizing your internal comms comes down to auditing the channels you use — like your intranet and employee benefits portal. If you even do that! But merely reviewing your software stack and its data, while important, is not enough to holistically hone your employee communications.

## **Getting employee opinions is non-negotiable — but intimidating**

You must combine quantitative data with qualitative insights. And these qualitative insights have to come from employee feedback.

There are so many wins when you take the time to gather feedback from your employees about your internal communications efforts. For starters, getting employee opinions:

- Increases their engagement with your organization and therefore better their employee experience and bolsters retention.
- Improves their productivity because taking their feedback into account as you optimize your internal comms makes it easier for them to find the info they need to do their jobs well.
- Makes them feel like valued members of your company as a whole.

Despite its power, soliciting employee feedback might not be your cup of tea. Do you wonder how to do so impartially and effectively? You're not alone in feeling that way.

**The good news is that our tips to collect employee opinions will help you get the insider information you need to boost your internal comms.**

## **Tip 1: Recruit a representative group of employees to provide feedback**

There's no sense in gathering feedback from your employees if you're only asking the same types of people for their opinions. That won't get you an authentic look at what's going on with your internal communications.

Instead, be sure every department is well-represented in the group you question, including deskless warehouse employees, corporate folks and customer-facing retail people.

## **Tip 2: Make sure you ask diverse team members for their takes**

Along the same lines, it's not enough to solicit opinions from diverse groups within the structure of your company (i.e., your distribution facility employees and your sales clerks). You also have to be sure the people within these groups are diverse and representative of your larger employee population.

Don't just do a focus group with 30-year-olds. Include older employees, too. Another example? Don't simply ask managers for their takes on internal communications. Get feedback from interns and entry-level employees as well.

## **Tip 3: Use an open call to your advantage**

It can be tough to get employees to participate in focus groups and surveys. This is especially true if some of your employees don't work behind desks with all-day access to their email and other communications tools.

To get a sufficient number of employees to provide feedback on your internal comms, leverage an open call. You might be surprised at how willingly employees volunteer when given the chance to share how they feel! And willing participants are more likely to have something to say about your internal communications and be more honest.

Try adding a call-to-action to the app your warehouse employees use daily. Or link to an employee satisfaction survey right from an email. Make it easy for employees to come forward to partake.

## **Tip 4: Tap department heads for help**

You need employees from every department in your company to participate in your push to get employee feedback. So ask the people who are the most connected with those employees — the heads of departments.

The leaders throughout your company will know who's best suited to provide valuable feedback, and how to reach them so they'll participate.

## **Tip 5: Ask less employees than you might think**

Putting out an open call and tapping department heads to help recruit employees to provide feedback can help you get the numbers you need. And guess what? You actually don't need as many focus group or survey participants as you might think to garner significant feedback.

In general, you should aim for 5-10 employees per department or segment of your organization to give their opinions. Not so bad, right?

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garnering employee feedback and enhancing your  
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