screver

Can you see your Employer Brand?



Can you afford not to listen to your employee's voice?





The pandemic changed the workplace. Now the best talents expect certain values from your employer brand. They look for a company's value proposition based upon employees as people, not workers.

They require the attributes that are critical to a person's life experience - not just work experience. And they won't compromise on the question if your outfit delivers a positive emotional response.

You better listen. They are your best ambassadors!

3 **Recurring pulse 'check' surveys**

2 **Interviews and diagnostic one-off surveys**

1 **Baseline employee satisfaction survey**
15-35 questions



Turn the switch from annual to pulse check employee engagement surveys

Few aspects in marketing your business are more valuable than your employees' voice. Because these are the stories they tell their friends.

Or whisper to your enemies. Start listening to that voice by collecting data and having honest and open conversations. The pulse survey is an effective way to listen to that heartbeat of your company.

Make the switch and get real

Switching from annual to pulse-check surveys allows the employer to get valuable insights right away.

Based on the annual survey results the key drivers of employee engagement are defined and transformed into pulse-check surveys. This enables a company to learn quickly and determine the most promising approach.

Take the employees' pulse and...





Get ready

Run algorithms and benchmarks to draw conclusions, set priorities and take action.

Make it Mature quicker

Cover all key factors (hygiene and motivating factors) that cause satisfaction/ dissatisfaction.



Keep it light

Short and even entertaining questionnaires every month raise the response rate.

Get the full picture

Get the real and full picture of the satisfaction level, based on empirical methodologies.

Stay up-to-date

See trends and changes in key drivers, identify gaps and take effective actions to improve.

Be sexy

Yes, that's right! Don't bore your people with surveys. Make them easy and fun to interact.

...feel your company's heartbeat!

So what do people really want from their jobs? It's not just a higher salary. It's also safety, good relationships with co-workers, opportunities for growth and recognition.

Most of all: it's not something general. It's individual. What all workers want - in their heart of hearts - is a question that should concern the company.
Because it's at the root of motivation.

"Employees who believe that management is concerned about them as a whole person — not just an employee — are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability."

Anne M. Mulcahy - former CEO of Xerox



Dissatisfiers

Lead to employee dissatisfaction

Company Policies
General principles that the company stubbornly follows, even though they might be outdated

Supervision
The incompetence or unfairness of the supervisor/manager

Work Conditions
The work environment and its effect on their level of pride of the workers

Interpersonal Relations
The lack of a good association among workers and the failure of teamwork

Satisfiers

Lead to employee satisfaction

Achievement
Feelings and situations of accomplishment and resolving problems

Recognition
Acknowledgement of completion of work - or the effort to do so.

Work Itself
Feelings caused by practices required as well as the degree of routine and struggle

Responsibility
Degree of freedom to make decisions on his/her own, implement new ideas and take charge

Advancement
The expected or unexpected possibility of a promotion and progress up the career ladder

Growth
A chance to progress, the possibility of learning new skills and acquiring new knowledge

Feedback makes you grow. Screver makes you competitive

Screver applies the Herzberg two-factor motivation theory within both our baseline and pulse surveys, **to analyze and constantly improve employee satisfaction**. It is based on the fact that there are certain factors in the workplace that cause job satisfaction while a separate set of factors cause job dissatisfaction.

"If everyone is moving forward together, then success takes care of itself."

Henry Ford

The Two-Factor Theory put into practice



The two-factor theory (aka Herzberg's motivation-hygiene theory and dual-factor theory) implies that managers must guarantee the adequacy of the hygiene factors to avoid employee dissatisfaction. Also, the work must be stimulating and rewarding so that the employees are motivated and perform better.

There are two important types of motivation theory: **content** and **process**. Content models of motivation focus on what people need in their lives (their motivation). Process theories look at the psychological and behavioral processes that affect any individual's motivation.

How does the Two-Factor-Theory motivate employees:

- Take action based on honest feedback
- Initiate improvements
- Extend the range of employee development
- Take a macro view of employee welfare

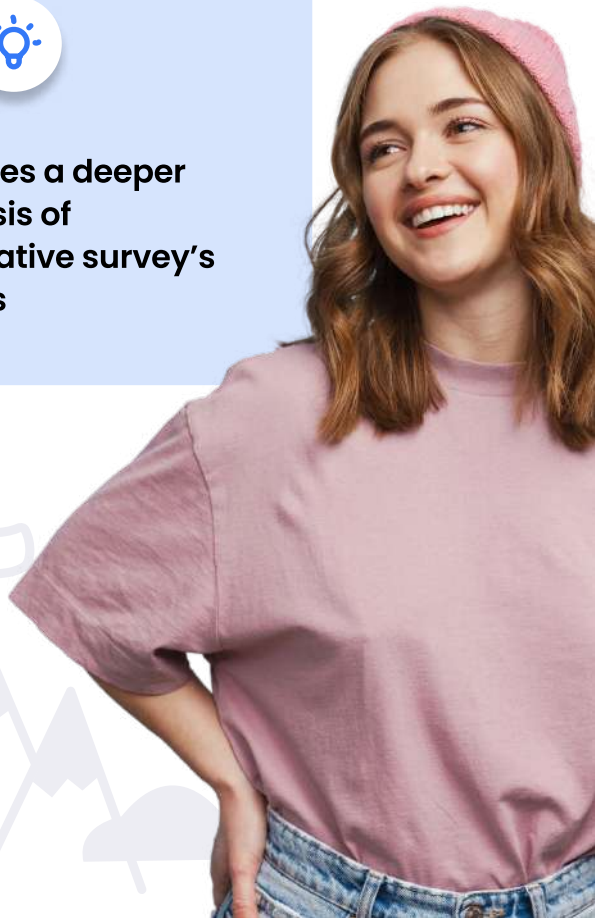
Benefits of using the Two-Factor Theory

A powerful tool to track employee satisfaction based on a scientific approach

Identifies key motivators by groups or teams and reflects on their scores

Helps to set priorities for taking actions and to launch improvement projects

Provides a deeper analysis of imperative survey's results



Gives an option to build specific and customized trends and see dependencies

(e.g. comparing exit survey/interview results with pulse survey report)

Negative feedback makes you bitter...

Screver is a whole new way to listen to employee feedback.

It’s not just another HR tool, it is a holistic workflow for creators and problem solvers.

Get real-time data and insights on your dashboards to make better talent and business decisions based on your employees' thoughts.

- Engagement score by department, tenure, location
- eNPS
- Benchmarks
- Priorities of improvements
- Insights from correlations and deviations
- Support with action plan



Screver assists HR leaders...

When a CHRO makes a decision today... it can impact their company brand for the next five years.

So a CHRO better have trusted support. With our insights, actionable tools and advice, we help HR leaders to adapt their strategies across a variety of mission-critical priorities, to set their organizations up for success in the post-pandemic era.

- **Market and trends researches**
- **Review of HR strategies**
- **Employee experience workshops**
- **Screver platform trainings**
- **Survey design**
- **Case studies and best practices**
- **Action plan and implementation**
- **Action plan implementation review**

"The pandemic underscored the urgency for a more dynamic talent and work model. We assist HR leaders in focusing on identity, agility, and scalability."

Dr. Christian Fillinger, CEO Screver

...with world-class professional services

Analyse

- EVP review
- Engagement baseline survey review
- Employee experience maps
- Employee personas
- Survey design review
- Feedback strategy review

Plan & Launch

- EVP concept
- Engagement pulse based on existing surveys
- Pulse-check survey setting up
- Professional templates for onboarding & exit
- Science-based benchmarks
- Diagnostic surveys

Actions

- Employer brand development
- Action guidance on reporting
- Manager & executive trainings
- Memorable visual brand
- Employer branding content strategy

Voice of Employee and Customer
Feedback Management Platform



Schedule a demo today

screver.com

Take our survey!