

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 participants to customize these two survey demographics for several 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, if you purchase the Employee Feedback Report (EFR) 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.
- Some companies choose to customize in order to maximize the amount of response data they're able to receive for review (if EFR purchased). 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.
- 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.

The standard Job Role and Department response options on the survey can be found on the last page of the Employee Engagement and Satisfaction Survey (see the "Survey and Report Samples" link found at www.BestBankstoWorkfor.com). 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 at JackieM@BestCompaniesGroup.com or call 1-877-455-2159 x271.

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

Executive/Senior Management	Administrative/Clerical
Manager/Supervisor	Support
Customer Service/Sales	Other

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

Retail (Branch Banking)	HR/Marketing
Lending (Commercial, Bus, Retail, Mtge)	Finance
Trust/Investments	Operations
Credit/Risk	Other