



THE POST-COVID WELCOME BACK EMPLOYEE FEEDBACK KIT



The pandemic struck quickly and the changes to normal working practices were equally fast. At the end of one day, employees left their place of work as normal. The next they started a work-from-home routine to last months, even years.

A return to normality has been a long time coming, but pretty soon you'll be able to welcome staff back onsite. Listening to and acting upon employee feedback throughout this process will be critical to ensuring it all goes to plan.



This quick guide gives you everything you need to:

- Garner feedback before, during and after the big 'welcome back' event
- Understand what's driving their feedback so you can take action accordingly
- Get the maximum possible response from everyone, so you aren't overlooking individual cases or underrepresented views
- Make employees feel valued for the feedback they give
- Digest and act upon what you discover – fast



WHAT LEADING COMPANIES ARE DOING NOW

According to a study of 20 leading companies by the FT, employers are keen to consult with staff on new hybrid working practices.



Insurance broker Aon is undertaking "an in-depth analysis of what the future of work will look like."

PwC believes its staff still see the office as "important for learning, mental health and collaboration."



Virgin Media has started on a "future ways of work strategy, likely to result in offices being adapted for hybrid working."

JPMorgan is taking steps "to ensure the model we go for will be structured so as to not accidentally introduce new inequalities between those in the office and those at home."



GETTING SET UP

Get your head around the employee perspective:

Arrange some exploratory 'what if' conversations with a few staff members

Draw up some personas

Ensure you have a good feedback tool in place for asking questions and managing answers:

Make it easy for employees to participate

Enable individual feedback to be responded to quickly and appropriately

Track feedback trends and drivers

Devise questions for before, during and after



BEFORE: PRE-OPENING COMMS

This stage is all about connecting with your people about the reopening of offices and/or sites before it happens.



SAMPLE QUESTIONS

How are you feeling about coming back to the office?



Excited!



Good



OK



Worried

How many days a week do you want to come back in your first month?

1

2

3

4

5

Do you have any concerns about coming back to the office?



None



Not really



A few



Yes, a lot

TOP TIP

Think about hitching a ride on existing touchpoint communications with your staff, rather than (or as well as) sending dedicated emails with these questions.



DURING: THE 1ST MONTH BACK COMMS

This stage is critically important both in listening to staff feedback but also being seen to listen to staff feedback.

People will be adjusting and will benefit from encouragement and sensitivity. Consider their wellbeing and safety alike. You also need to ensure you don't exclude homeworkers from this or any other stage.



SAMPLE QUESTIONS

How did it feel coming back today?



Brilliant!



Good



Not good



Bad

How was your day today?



Anything we could do better around the office?

Home workers... Are you feeling involved / are you getting enough interaction with the office team?



Absolutely



Yes



Kind of



No



TOP TIP

Your choice of feedback platform should ideally enable you to delve a little deeper than just single responses to single questions. Specifically, getting at the 'drivers' behind why they say what they say.

SAMPLE QUESTIONS

Did you feel safe?



Very safe



Safe



Kind of safe



Not safe

Which of the following issues influenced your answer?

Social distancing

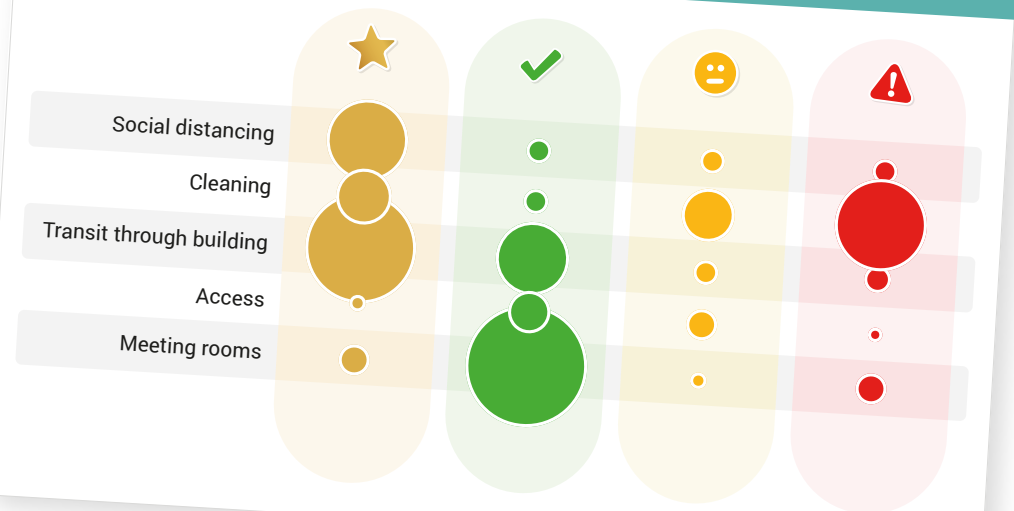
Cleaning

Transit through building

Access

Meeting rooms

Drivers





AFTER: POST-RETURN AND EQUILIBRIUM

By this stage it's been a while since all the big welcome back activity began; at least 3 months on the road back to normality. You should be getting an acute sense of not only how staff feel about it all, but also how that new normality is shaping up.



SAMPLE QUESTIONS

Does the office suit your working style?



Absolutely



Yes



Not really



Not at all

Anything you want to see more of?

TOP TIP

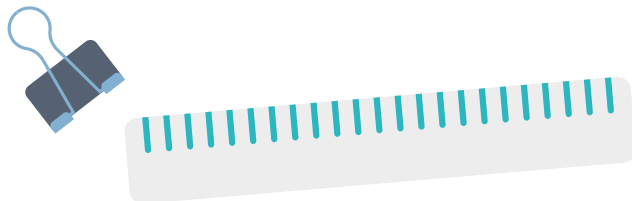
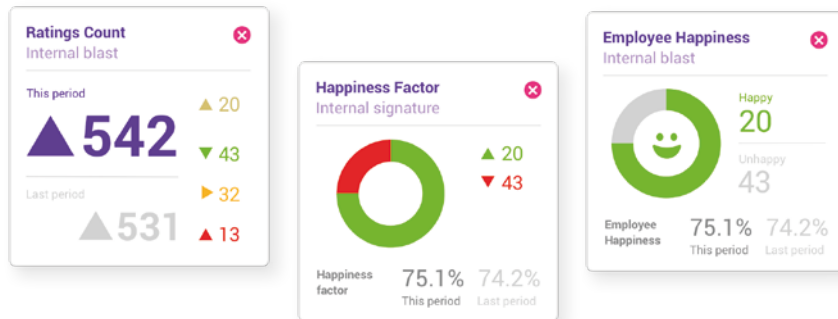
Why stop now? With an effective employee feedback system in place, you can engage your people to a far greater extent all the time.



MEASURE AND RESPOND

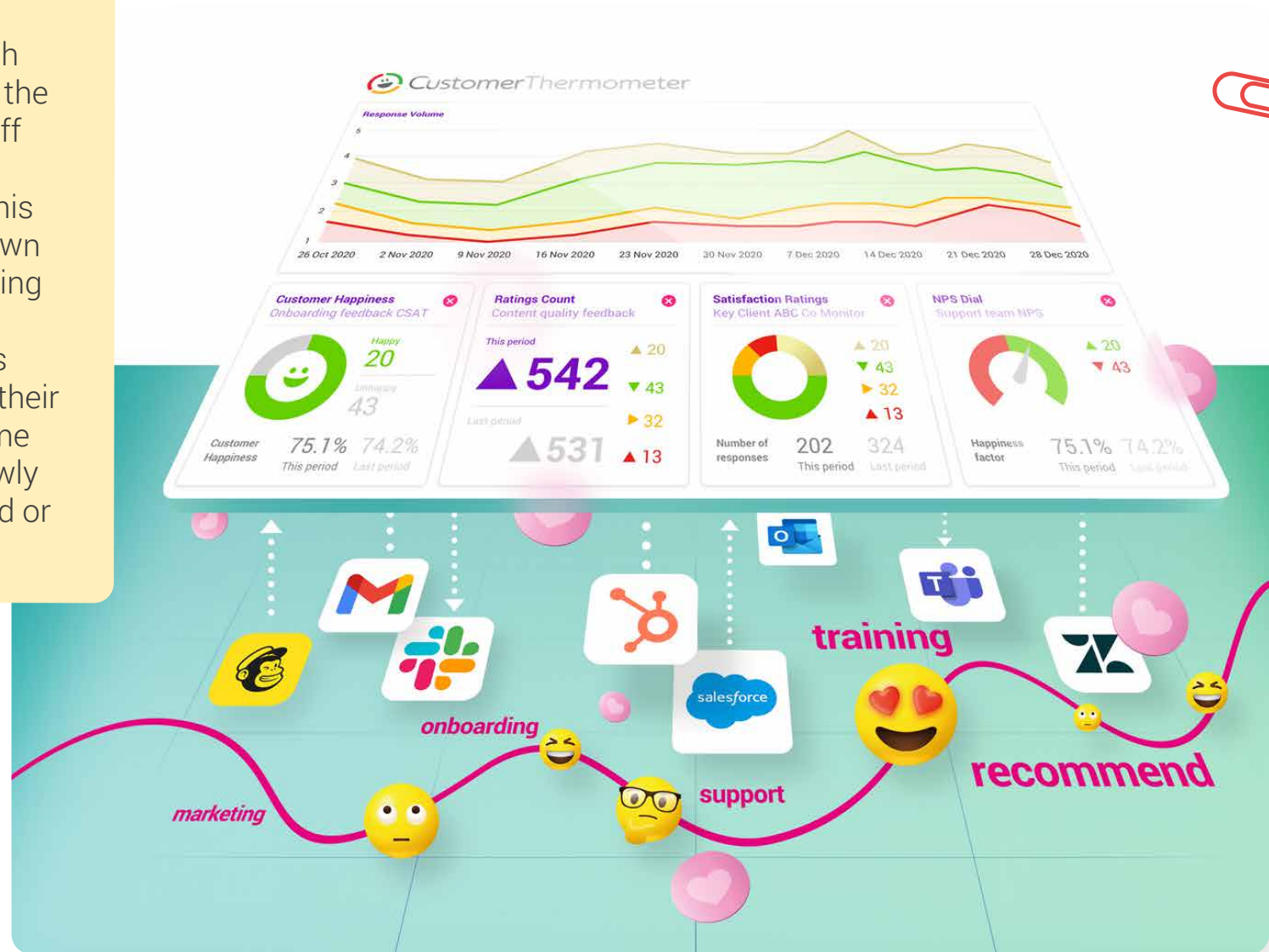
You've likely read this guide because you have your employees' best interests at heart. The best way to follow through on that principle is to design an effective means of measuring and responding to employee feedback.

Use a dashboard view to visualise real-time data and track each employee's sentiment over time.





Customer Thermometer operates as a single pane of glass through which you can chart the progress of each staff member on their employee journey. This allows you to drill down into how they are faring with their 'welcome back' to the office, as they transition from their enforced stay-at-home environment to a newly liberated office-based or hybrid work style.



How did it feel coming back today?



Brilliant!



Good



Not good



Bad

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