

SMS-Based Employee Exit Survey

Table of Contents

1. Survey Overview.....	3
Initial Setup Message.....	3
Recommended Send Times.....	4
2. Sample Survey Questions.....	5
Completion & Thank You Message.....	7
3. Data Collection & Analysis.....	8
Response Tracking Format.....	8
Analytics Dashboard Metrics.....	8
4. Success Metrics & ROI.....	9
Target Benchmarks.....	9
ROI Indicators.....	9
Implementation Timeline.....	10
Quality Assurance Checklist.....	10
5. Distribution Strategy.....	12
Survey Flow Logic.....	12
Sample Results Communication.....	13

Key Benefits

- 98% Open Rate vs 20% for email surveys
- No App Required — Works on any phone
- Honest feedback at a critical moment
- Helps you identify turnover patterns and prevent future loss
- Enables HR to act before issues become systemic

1.Survey Overview

Initial Setup Message



EMPLOYEE SURVEY

Hi [Name]! Before your last day, we'd appreciate a few minutes of honest feedback. This quick exit survey helps us improve for current and future teammates. Responses are anonymous.

Ready to start? Tap the link below to open the full survey.

[SURVEY_LINK]



[Yourco](#) administrators can configure surveys as anonymous or identified during setup

Pre-Launch Checklist

✓	Exit survey created and tested
✓	Distribution list verified
✓	Survey timing configured

✓	Response tracking and analytics dashboard access confirmed
✓	Survey link functionality verified
✓	Anonymity settings configured based on organizational policy

Recommended Send Times

Timing	Optimal Send Times	Why It Works
2–3 days before last day	10:00-11:00 AM	Employee has perspective but is still reachable
Last day (if needed)	3:00-4:00 PM	Reminder opportunity (if no response)
3–5 days post-exit	11:00 AM–1:00 PM	Safe window for honest, post-departure feedback

2. Sample Survey Questions

Your input helps improve the employee experience at [Company].

1. Primary Reason for Leaving

What is the main reason you decided to leave?

- ☐ Career advancement
 - ☐ Compensation/Wages
 - ☐ Work-life balance
 - ☐ Management
 - ☐ Other: _____
-

2. Satisfaction with Supervision

How satisfied were you with your supervisor or manager?

- ☐ Very Dissatisfied
 - ☐ Dissatisfied
 - ☐ Neutral
 - ☐ Satisfied
 - ☐ Very Satisfied
-

3. Growth Opportunities

How satisfied were you with your career growth opportunities?

- ☐ Very Dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

4. Recognition

How fairly did you feel recognized for your contributions?

- ☐ Not at all
 - ☐ Rarely
 - ☐ Sometimes
 - ☐ Often
 - ☐ Always
-

5. Workplace Safety

How would you rate workplace safety during your time here?

- ☐ Very Unsafe
 - ☐ Unsafe
 - ☐ Neutral
 - ☐ Safe
 - ☐ Very Safe
-

6. What Could Have Changed Your Mind

What could we have done differently to encourage you to stay? Share your idea. Keep it brief — one main suggestion.

7. Final Comments

Anything else you'd like to share about your experience? Feel free to share any final thoughts.

Completion & Thank You Message

Thanks for sharing your honest feedback. We appreciate your time and insights — they'll help us improve for the rest of the team.

Your feedback is anonymous and will be used only to improve the employee experience at [Name of Company].



Ready to create your survey? [Yourco Polls](#) make it easy to gather feedback from your employees. [Book a demo](#) to see how it works.

3. Data Collection & Analysis

Response Tracking Format

- Employee ID (or anonymous ID, depending on survey settings)
- Survey name and cycle (e.g., “Q1 Communication Audit”)
- Submission date and time
- Form status (complete/incomplete)
- Responses to each survey question
- Completion time (how long it took)
- Response status (submitted/not submitted)

Analytics Dashboard Metrics

- **Overall response rate**
- **Form completion rate** (started vs completed)
- **Channel performance** (delivery vs open rates)
- **Drop-off points** (where employees stop)
- **Segment analysis** (by department, location, role)
- **Quarterly comparison** trends

4. Success Metrics & ROI

Target Benchmarks

Metric	Target	Industry Average	Notes
Response Rate	>70%	40-55%	Varies by channel (SMS, email, intranet, app)
Completion Rate	>85%	70-75%	Shorter surveys and mobile-friendly forms improve results
Response Time	<24 hours	48-72 hours	Faster when distributed via channels employees check often

ROI Indicators

Cost-Benefit Analysis			
Factor	Digital Surveys (email, SMS, intranet, app)	Traditional Methods (paper, in-person)	Digital Surveys Advantages
Cost structure	Flat fee or per-response (depends on tool)	Printing + manual data entry costs	Lower ongoing cost
Implementation time	2-3 days	2-3 weeks	Much faster
Insights availability	Same-day dashboards & exports	2-4 weeks for manual tallying	Real-time action
Follow-up efficiency	Automated reminders & reporting	Manual reminders + delayed reporting	Stronger engagement

Implementation Timeline

Week-by-Week Rollout	
✓	Week 1: Dashboard setup, create exit surveys for ongoing cycles
✓	Week 2: Test with 10-20 employees from different departments, gather feedback
✓	Week 3: Launch to all employees as they leave the company
✓	Week 4: Review early data and identify communication gaps
✓	Week 5-6: Share findings, adjust company policy
✓	Week 7: Communicate improvements to all teams

Quality Assurance Checklist

Final Review Before Launch	
✓	Exit survey forms tested on multiple devices
✓	Web form validation working correctly
✓	Form error messages clear and helpful
✓	Data storage and security verified

✓	Escalation procedures for urgent communication issues
✓	Reminder timing configured for each survey type
✓	Survey link functionality verified
✓	Analytics dashboard operational



Need the survey in another language? [Yourco supports 135+ languages](#) with automatic translation.

5. Distribution Strategy

Survey Flow Logic

Automated Sequence	
✓	Select your message recipients
✓	Yourco admins and managers create exit survey in the dashboard
✓	Send SMS with survey link to departing employee's phone number
✓	Employee submits completed form; stored in Yourco system
✓	Admin views results in analytics dashboard and exports results
✓	System flags urgent trends (e.g., safety, management, discrimination)

Follow-up Sequence	
Day 0 – Send initial exit survey invite	"We'd love your feedback before you leave..."
Day 3 – Send reminder if no response	"Quick reminder about our exit survey. Your feedback really matters to us."

Sample Results Communication



SURVEY COMPLETE

Thanks for your feedback! Here's what we learned since we began administering this survey in [Month/Year]:

- X% indicated that [reason] was the reason they left [Company]
- X% were satisfied with management

Your feedback has helped us launch important initiatives like:

- [list your recent/most popular initiatives]

Full results: [link]



[Try Yourco for free today](#) or [schedule a demo](#) and see the difference the right workplace communication solution can make in your company.

Internal Communication Audit Survey
Yourco © 2025

For technical support or questions about implementation, contact your HR team

This guide is based on industry best practices and should be customized to meet your organization's specific needs and compliance requirements.