

SMS-Based Employee Engagement Survey

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Key Benefits

- Reach employees on their preferred channels
- Easy to complete on any device
- Anonymous option encourages candid feedback
- Identifies gaps in reach, clarity, and timing across channels
- Turns results into clear actions and simple ROI metrics

1.Survey Overview

Initial Setup Message



EMPLOYEE SURVEY

Hi [Name]! Your feedback helps improve our workplace. This quick survey takes 2 minutes to complete.

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

✓	Employee engagement 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

Industry	Optimal Send Times	Why It Works
Manufacturing/ Construction	6:00-7:00 AM 10:00-10:30 AM 12:00-1:00 PM	Start of shift, break time, lunch break
Retail/Service	10:00-11:00 AM 2:00-3:00 PM	Mid-morning and early afternoon lulls
Healthcare	7:00 AM 3:00 PM 11:00 PM	Shift transitions

2. Sample Survey Questions

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

1. Overall Job Satisfaction

How satisfied are you with your job overall?

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

2. Tools & Equipment

Do you have the tools and equipment needed to do your job effectively?

- ☐ Yes, I have everything I need
 - ☐ Mostly, but some things could be better
 - ☐ No, I'm missing important tools
-

3. Safety Assessment

How safe do you feel at work?

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

4. Management Support

How would you rate your relationship with your immediate supervisor?

- ☐ Excellent – very supportive
 - ☐ Good – generally supportive
 - ☐ Fair – could be better
 - ☐ Poor – needs improvement
-

5. Team Collaboration

How well does your team work together?

- ☐ Poor teamwork
 - ☐ Below average
 - ☐ Average
 - ☐ Good teamwork
 - ☐ Excellent teamwork
-

6. Growth Opportunities

Do you see opportunities for growth and advancement in your role?

- ☐ Yes, many opportunities
 - ☐ Yes, some opportunities
 - ☐ Very few opportunities
 - ☐ No opportunities for growth
-

7. Company Recommendation

Would you recommend this company as a great place to work?

- ☐ Definitely not
- ☐ Probably not

- ☐ Maybe
 - ☐ Probably yes
 - ☐ Definitely yes
-

8. Open Feedback

What's ONE thing we could do to improve your work experience? Keep it brief — one main suggestion.

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., “Employee Engagement Survey - October”)
- 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)
- **Trend analysis** over time

4. Success Metrics & ROI

Target Benchmarks

Metric	Target	Industry Average	Notes
Response Rate	>60%	30-50%	Varies by channel (SMS, email, intranet, app)
Completion Rate	>80%	65-75%	Shorter surveys and mobile-friendly forms improve results
Response Time	<24 hours	48-72 hours	Faster when distributed via channels employees check often
Engagement Score	+15% QoQ	+5-10% QoQ	Quarter-over-quarter improvement

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 engagement surveys
✓	Week 2: Test with 10-20 employees from different departments, gather feedback
✓	Week 3: Launch to targeted employee group
✓	Week 4: Review early data and identify gaps
✓	Week 5-6: Share findings, consider improvements if needed
✓	Week 7: Communicate improvements to all teams

Quality Assurance Checklist

Final Review Before Launch	
✓	Employee engagement 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 an employee engagement survey in the dashboard
✓	Send SMS with survey link to the employee's phone number
✓	Employee submits completed form; stored in Yourco system
✓	Admin views results in analytics dashboard and exports results
✓	System flags concerning trends (e.g., safety, team collaboration)

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

Sample Results Communication



SURVEY COMPLETE

Thanks for your feedback! Your responses help us improve the workplace. Results will be shared with the team within 30 days along with our action plan.

[Add anonymity statement based on survey settings]



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

Employee Engagement Survey
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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.