SMS-Based Employee Onboarding 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]! Welcome aboard! We'd love your feedback to improve the onboarding process. This quick survey takes 2 minutes to complete.

Ready to start? Click here to open the survey:

[SURVEY_LINK]

💡 **Yourco administrators can configure surveys as anonymous or identified during setup**

Pre-Launch Checklist
✓   Communication audit 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
Day 7	10:00-11:00 AM	Settled in, early feedback useful
Day 30	3:00-4:00 PM	Past initial training, beginning integration
Day 90	9:00-10:00 AM	Near end of probation, cultural fit reflection

2. Sample Survey Questions

Your input will help HR improve onboarding. All responses are confidential.

1. Clarity on Role

By the end of my first week, I understood what was expected of me in my role.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

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2. Access to Training Resources

Training materials were clear and easy to access.

- ☐ Yes, very clear
- ☐ Somewhat clear
- ☐ Confusing or hard to find

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3. Knowing Who to Ask

I knew whom to ask when I had questions or needed help

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

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4. Company Culture Fit

Do you feel like you fit into the company culture?

- ☐ Not at all
- ☐ Slightly
- ☐ Neutral
- ☐ Mostly
- ☐ Absolutely

5. Team Support

How supported did you feel by your team during your first month?

- ☐ Very supported
- ☐ Somewhat supported
- ☐ Not very supported
- ☐ I didn't interact much with my team

6. Willingness to Recommend

Would you recommend our onboarding experience to future new hires?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Not sure
- ☐ Probably not
- ☐ Definitely not

7. Open Feedback

What could we do to improve your onboarding experience?

Thanks for your feedback!

Your feedback is anonymous and used only to improve employee onboarding.

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., "2026 Employee Onboarding")
- 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)
- **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
Communication Clarity Score	4.0+ / 5 avg	3.5-3.8 avg	Evaluates how understandable and useful employees find updates
Culture Fit Score	+15% MoM	+5-10% MoM	Measures integration confidence and team support
Onboarding Satisfaction	4.0+ / 5 avg	3.5-3.9 avg	Targeting strong alignment by day 30

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 onboarding survey
✓ **Week 2:** Test with 10-20 employees from different departments, gather feedback
✓ **Week 3:** Launch to all new hires
✓ **Week 4:** Review early data and identify onboarding gaps
✓ **Week 5-6:** Share findings, adjust onboarding procedures if needed
✓ **Week 7:** Communicate improvements to all teams

Quality Assurance Checklist

Final Review Before Launch
✓ Onboarding 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 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 admin and managers create onboarding survey in the dashboard
✓   Send SMS with survey link to new employee's phone number
✓   Employee submits completed form; stored in Yourco system
✓   Admin views results in analytics dashboard and exports results
✓   Trigger onboarding feedback for HR review

Follow-up Sequence	
Day 7 – Send onboarding survey	Initial SMS with survey link
Day 3 – Send reminder if no response	"Quick reminder to share how your first week is going...."
Day 30 – Send follow-up survey	New SMS with 30-day survey link
Day 33 – Send reminder if no	"Quick reminder about your first

response	month feedback...."
Day 90 – Final onboarding survey	Third SMS with 90-day survey link
Day 93 – Reminder if no response	"Final onboarding survey — share your experience..."

> 💡 **[Yourco](#) allows admins to customize the number of days between the initial message and the reminder (e.g., 2 days, 5 days, etc.)**

Sample Results Communication

💬 **SURVEY COMPLETE**

Thank you for your onboarding feedback! Your input helps us improve training, support, and team culture. Results will be shared with the team within 30 days, along with our action plan.

[Add anonymity statement based on survey settings]

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

6. Troubleshooting & Support

Common Issues & Solutions

Issue	Symptoms	Solution
Low Response Rate	<40% participation	• Adjust send times for employee shift • Add incentives • Improve intro message
High Form Abandonment	Started but not completed	• Reduce question count • Simplify question wording • Checkmobileoptimization
Low Click Rate	SMS delivered but not opened	• Improve SMS messaging • Check send timing • Verify message clarity
Techincal Failures	Forms not loading or SMS not delivering	• Check phone numbers • Verify form functionality • Test mobile compatibility
Poor milestone tracking	SMS delivered but not opened	• Clarify survey purpose for each milestone • Adjust question relevance by stage • Improve onboarding context

💡 **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
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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.