

Step 1: Good Content

The content of a survey invite email contributes greatly to good response rates, as well as to the openness of those responses. A best practice Exit Survey email invitation typically includes:

- **Personalisation:** “Dear Robert” shows that you care ... “Dear Departing Employee” doesn’t.
- **Engagement:** Let respondents know that you value their feedback, and why it’s important.
- **Time:** Your Staff Exit Survey shouldn’t take too long to complete, so emphasise this fact.
- **Reassurance:** Exit Survey responses can contain sensitive feedback. It’s important to reassure respondents that their responses will always be handled with care. Some surveys may be set up with various ‘anonymity’ features. If choosing to do so, let your respondents know.
- **Ownership:** Let respondents know that you’re available to discuss their feedback if they request it.
- **Say Thank you:** ... and wish them well, in the invite, and in a ‘Thank You Email’ upon completion.

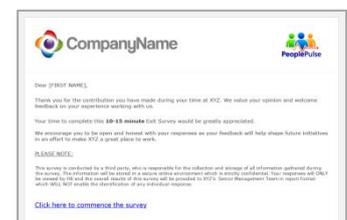
 **Power Tip:** to boost response rates, we recommend sending out a follow-up ‘reminder’ email to all invitees who haven’t completed the survey within 3-5 business days.

Examples:

Please continue to the following pages for tried and tested examples of invite and reminder content.

Step 2: Good Looks

While it’s important to get the content right, a customised, professional looking email template can also boost engagement. Furthermore, many clients choose to ‘dual brand’ to increase reassurance (esp. around any anonymity features) as the survey is being conducted via PeoplePulse – an independent 3rd party provider.



Step 3: Go Further ... Go Mobile!

PeoplePulse specialises in the design and delivery of exceptional surveys and reports. This document outlines recommendations around email invitations – best when used for respondents using desktop computers. PeoplePulse also features powerful Mobile Survey capabilities, which detect mobile/tablet devices and serve a ‘mobile friendly’ version of the survey. Invites can even be sent via SMS.

To learn more, and for a free demo, say hello:

by phone: +61 2 9232 0172
or visit us at: www.peoplepulse.com





STAFF EXIT SURVEYS

Best Practice for Invite and Reminder Emails

SAMPLE EMAIL INVITE:

From Name: CEO Name / HR Team
From Email: survey@xyz.com.au / xyzsurvey@peoplepulse.com.au
Subject Line: Before you leave us please give us your feedback...

Dear [FIRST NAME],

Thank you for the contribution you have made during your time at XYZ. We value your opinion and welcome feedback on your experience working with us.

Your time to complete this **10-15 minute** Exit Survey would be greatly appreciated.

We encourage you to be open and honest with your responses as your feedback will help shape future initiatives in an effort to make XYZ a great place to work.

PLEASE NOTE:

This survey is conducted by a third party, who is responsible for the collection and storage of all information gathered during the survey. The information will be stored in a secure online environment which is strictly confidential. Your responses will ONLY be viewed by HR and the overall results of this survey will be provided to XYZ's Senior Management Team in report format which WILL NOT enable the identification of any individual response unless you specifically indicate otherwise.

[Please click here to commence survey.](#)

If you have any queries, please do not hesitate to contact a member of the HR team:

Name:
Phone:
Email:

Thank you in advance for your participation and feedback.

Signed CEO / HR Team

Having trouble with the survey link?

If this survey link does not work for you when clicked, or has wrapped onto 2 separate lines in your e-mail, please copy and paste the entire link (all characters/numbers) into your web browser's address bar, then press enter.

Full survey link: %url%





STAFF EXIT SURVEYS

Best Practice for Invite and Reminder Emails

SAMPLE EMAIL REMINDER:

From Name: CEO Name / HR Team
From Email: survey@xyz.com.au / xyzsurvey@peoplepulse.com.au
Subject Line: Before you leave us please have you say... (survey reminder)

Dear [FIRST NAME],

You recently received an email from us inviting you to participate in our Exit Survey. Our records indicate that you have not yet had the opportunity to respond.

Your feedback will help strengthen our employee experience and shape future initiatives in an effort to make XYZ a great place to work, so we encourage you to be open and honest with your responses.

PLEASE NOTE:

This survey is conducted by a third party, who is responsible for the collection and storage of all information gathered during the survey. The information will be stored in a secure online environment which is strictly confidential. Your responses will ONLY be viewed by HR and the overall results of this survey will be provided to XYZ's Senior Management Team in report format which WILL NOT enable the identification of any individual response unless you specifically indicate otherwise.

To commence this **10-15 minute** survey please click the link below:

[Please click here to commence survey.](#)

If you have any queries, please do not hesitate to contact a member of the HR team:

Name:
Phone:
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Thank you in advance for your participation and feedback.

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