

# Main functions of surveys

Business



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Employees should be given the chance to incorporate in the questionnaire their own view in regard to specific, critical, issues; for example, apart from the questions based only on 'yes/no' there would be questions asking for the personal view of employees in regard to a series of critical issues, such as the level of equality in the workplace, the fairness in compensation and so on (Macey et al. 2011); through such information, that could not be retrieved through other performance measurement tool, managers could have a clear view in regard to employee satisfaction and could suggest effective measures for improving retention.

In order to be prepared for survey feedback meetings with managers OD practitioners should proceed to the following actions: a) they need to analyze the data gathered so that key findings are identified and appropriately evaluated; b) then, OD practitioners should search for plans for addressing existing organizational problems, as revealed through the survey feedback; c) OD practitioners should also decide on changes that would be required in regard to one or more organizational departments; the changes would be decided depending on the performance of each organizational department, the organizational objectives and the resources available (Sengupta et al. 2006).

In Hallmark there is a series of seasonal components, as for example a) Specific products are available for Holidays, such as: for Valentine's Day, for the Passover, for Easter and so on, b) there are products related to Occasions, such as Wedding or Birthday; c) depending on the Recipient, products have been introduced for men, for women and for kids, d) there are products that reflect a specific psychological status/ feeling, such as Sympathy or Wishes for rapid recovery (Hallmark, Organizational site).

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