



# Be Heard in 2024

## Asking the right questions

Justin Butterfield & Travis Poppleton

**terryberry**  
Engage • Reward • Succeed

# Presenters



**Justin Butterfield** has spent over a decade solutioning and owning experience management (XM) programs for brands of all size and industries. Having served as both a practitioner and consultant, he has been trusted by leading global brands to help them drive action towards building better experiences. He has also been recognized for his leadership and vision when building out new solutions for complex business needs.



**Travis Poppleton** comes to Terryberry with over 20-years navigating the ever-evolving tech landscape. As a seasoned product manager, he's driven innovation with industry leaders such as Great Place to Work, Ultimate Software, and UKG, where he helped shape products related to improving the employee experience. Travis graduated from BYU and is further pursuing a graduate degree with Harvard University. He has also been an active voice in the film community, writing and broadcasting as a lead film critic out of KSL Studios for over a decade. Travis currently lives in the New England area.



## Agenda

- Why employee sentiment
- How we empower different roles
- How to speak surveys
- Product showcase and benefits
- Questions and answers



# Employee Sentiment



*Disengaged employees cost  
U.S. companies up to \$550  
billion a year*

-- The engagement Institute

- Engaged teams show 21% greater profitability
- 89% of HR leaders agree ongoing feedback & check-ins are key for successful outcomes
- 96% employees believe empathy is key to retention
- 61% employees say they are burned out
- 89% of workers at companies that support well-being initiatives are more likely to recommend their company as a good place to work

-- Forbes



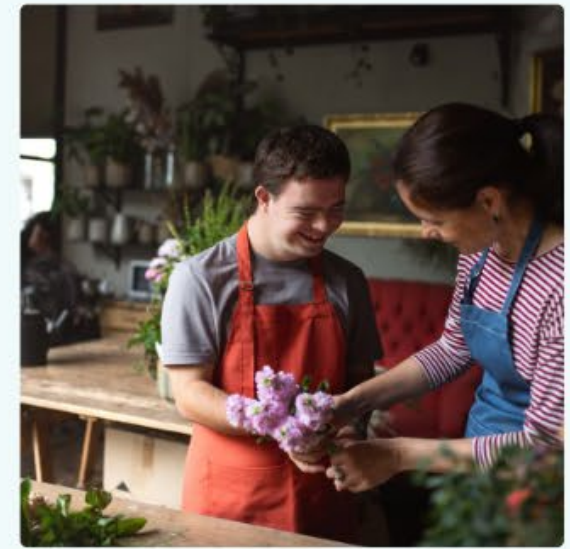
### Executives and Leaders

Leaders creating strategic goals leverage employee sentiment data to make informed decisions concerning engagement, productivity, and management effectiveness.



### Human Resource (HR) Professionals

HR professionals are often most involved with survey data because of its value to recruiting and talent development.



### Managers and Supervisors

Managers and supervisors use survey data to assess team performance, identify key areas of improvement, track goal progress, and inform organizational success.

### Additional users include:

- **Employees:** Employees are key participants in surveys as they provide feedback on various aspects of their work environment including job satisfaction, culture, and work-balance.
- **Consultants and Partners:** External consultants may use employee survey data to assess team trends by category. Pairing sentiment data with productivity and profitability is a common step in achieving organization objectives.



# Terryberry Engagement Platform

One Platform, So Many Solutions



## Engaged

Be recognized, be well, and be connected wherever you work.

RECOGNITION

WELLNESS

COMMUNICATIONS



## Reward

Be rewarded with merchandise, experiences, and custom awards.

REWARD PLATFORM

CUSTOM AWARDS

SWAG



## Succeed

Be successful with surveys and analytics that track real impact

SURVEYS

360 FEEDBACK

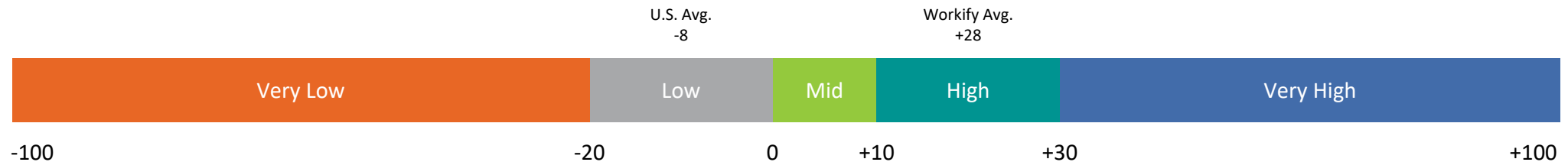
ANALYTICS

# eNPS Benchmarking

Net Promoter Score (NPS) is a scoring system originally developed for brands to understand consumer preference. It has increasingly been deployed by companies to understand how positive their staff feel about the overall employment experience.

- Example: I would recommend Liberty Latin America as a place of employment to a friend.

Benchmark	eNPS
2021-2022 Be Heard Max Score	+61
2021-2022 Be Heard Average (Enterprise)	+49
2022 Liberty Latin America	+32
2021-2022 Be Heard Average (All)	+28
U.S. Average	-8



# Culture Model

We have identified six culture categories that are crucial for understanding not only an employee's engagement with their current position, but dedication to longer-term goals and objectives.



- Communication
- Leadership
- Resources
- Management
- Dedication
- Challenge



## New Engagement Survey



### Start with a curated Be Heard survey template

Questions handpicked by Be Heard experts, improved reporting and analytics, configure in 5 minutes or less

Engagement Baseline	34 questions	Baseline	Be Heard Culture Model Engagement Baseline Survey	Preview	Use template
Challenge Drilldown	9 questions	Drill Down	Be Heard Culture Model Challenge Drilldown Survey	Preview	Use template
Communication Drilldown	9 questions	Drill Down	Be Heard Culture Model Communication Drilldown Survey	Preview	Use template
Dedication Drilldown	9 questions	Drill Down	Be Heard Culture Model Dedication Drilldown Survey	Preview	Use template
Leadership Drilldown	9 questions	Drill Down	Be Heard Culture Model Leadership Drilldown Survey	Preview	Use template
Management Drilldown	9 questions	Drill Down	Be Heard Culture Model Management Drilldown Survey	Preview	Use template



### Copy a past survey

Including its questions and answers



### Create a custom survey from scratch

Add your own questions, one by one

**Net Promoter Score (NPS)** is a scoring system originally developed for brands to understand consumer preference. It is used by companies to understand about the overall employment

Our NPS score is **20**  
which is considered **high**

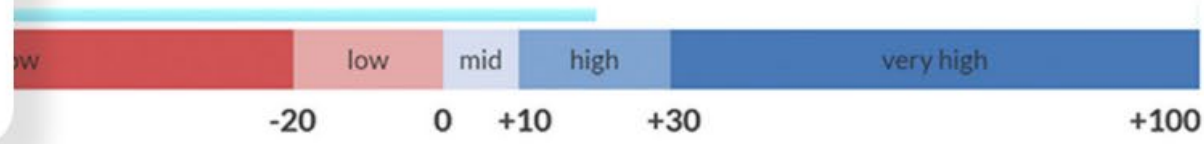
Select a NPS Question Type

eNPS mNPS pNPS

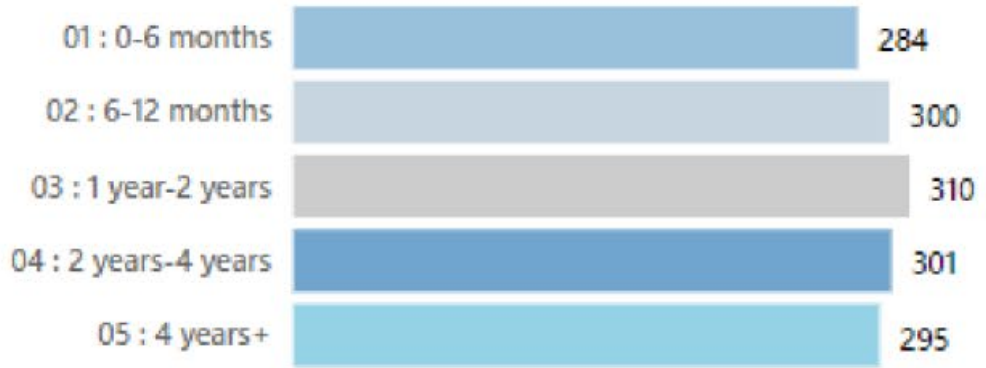
497	Promoters	$\left( \frac{497}{\text{Promoters}} - \frac{316}{\text{Detractors}} \right) \div \frac{893}{\text{Respondents}}$	893
80	Passives		
316	Detractors		
893	Respondents		

**NPS = 20**

Note: Passives are not included in the NPS formula



How likely are you to recommend Reynolds Extract as a place to work? (Rate 0-10 where 10 is highest)



QA



## What questions are we asking?

- **Employee Engagement Surveys** – Understand employee's emotional commitment to their work and organization. Directly relates to employee productivity
- **Pulse Surveys** - Quick surveys run at higher frequency and often issue related. Examples might be, did our latest meeting address your concerns?
- **Experience (onboarding and exit)** - Understanding both first and last impressions helps organizations reduce employee churn rates and promote fair practices.

### Coming soon

- **Diversity and inclusion** – Help identify barriers concerning fairness and inclusion and promotes equitable workplaces
- **Training needs assessment** – identifies gaps in knowledge for current or future positions
- **Performance & 360 surveys** – multiple individuals from relevant network surveyed to evaluate employee or leader

# Survey Types