



DGFM Engagements

Employee engagement is effectively the strength of the emotional and mental connection employees feel towards their workplace. Employee engagement impacts the key business metrics of your organisation including employee retention, recruitment, productivity, and profitability.

Employees feel valued and heard when they are given the opportunity to provide the company they work for with feedback. Asking employees for their opinions via feedback through engagement surveys encourages positive employee engagement.

Engagement surveys will benefit your organisation in many ways:

- Improves employee engagement
- Helps to cultivate an engaging company culture
- Improves your understanding of where the company excels
- Highlights areas that require improvement
- Gives your employees a voice
- Improves employee relations
- Builds employee trust
- Improves motivational insights through deeper understanding
- Improves employee happiness
- Improves employee health
- Measures the mood and atmosphere of your organisation
- Compare and contrast different employee groups
- Statistical analysis of changes and improvements over time
- Higher retention, lower absenteeism
- Improves the company through actionable insights

DGFM Engagements consist of a series of questions that can be structured providing predefined answers in the form of dropdown options and ratings or unstructured allowing respondents to enter text providing their own responses. The style of answer type will depend on the type of data you are looking to analyse.



Quantitative data refers to data that can be measured and expressed using numerical values or counts, this would be used to collect statistical data and analysed to identify patterns and trends within a data set. Quantitative data is collected using the structured form with predefined answers to give results such as “80% of respondents rated the service GOOD”.

Qualitative data refers to data or information that is descriptive in nature and cannot be measured using numerical values. Qualitative data is collected using open questions and text boxes to prompt respondents to provide opinions or anecdotal data.

Many companies will choose to use a mixture of answer styles in order to receive quantitative and qualitative data. Qualitative data can validate the quantitative data by providing often much needed context, confirming certain data patterns. In addition, the qualitative data can assist in identifying pain points with the added benefit of providing the detail to tackle them effectively. Using qualitative data and asking for customer opinion can improve the relationship by fostering empathy and allowing for personalised responses, this is heightened by the ability to allow respondents to request contact at the end of the survey.

Employee engagement surveys are typically carried out annually and includes all employees.

The surveys are sent by email, SMS or both and you can choose whether the responses are confidential.

Please click [Contact us](#) on the navigation panel of the DGFM system for further information.