

## Employee Surveys

Why measure employee satisfaction?

Many organisations conduct employee surveys. They are based on the premise that happy, enthusiastic employees will perform more effectively on behalf of the employer than employees who are alienated from the organisation's objectives. So if areas are found where employees are not satisfied, initiatives can be taken to address the areas of dissatisfaction. This should provide benefits in the areas of:

Employee retention; Sickness / unauthorised absence level; Employee performance; Product / service quality; Customer satisfaction; Market share and Profit.

So an effort to improve employee satisfaction should lead to an improvement in the quality of your products or services; customer satisfaction and, for commercial organisations, a competitive advantage, increased market share and improved profit.

Organisations usually conduct employee satisfaction surveys because they believe that happy enthusiastic employees will perform more effectively on behalf of the employer than employees who are alienated from the organisation's objectives. **Contact DS Recruitment & HR Services if you are looking to measure employee or customer satisfaction.**

**DS Recruitment & HR Services**  
5 Champion Way, Bingham, Nottingham, NG13 8TR  
Tel: 0844 493 3069  
Email: [info@dshumanresources.co.uk](mailto:info@dshumanresources.co.uk)  
Website: [www.dshumanresources.co.uk](http://www.dshumanresources.co.uk)

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