

Microsoft Viva Glint Survey design principles



Survey design principles

Why it matters

A well-designed survey asks questions that are relevant to the employee experience, aligned with the company's strategic priorities, and elicit candid and actionable feedback. The proven survey design methodology from Microsoft Viva Glint (formerly Glint) ensures a strong alignment with your business outcomes and key performance indicators (KPIs). Further, our approach also ensures an enjoyable, easy survey experience for employees.

Our approach

Creating a delightful experience for survey participants — which also provides leaders with actionable feedback — requires a thoughtful approach to survey design. To that end, we encourage you to consider the following when designing your survey.

Survey length

To ensure survey participation is not cumbersome, keep surveys short. Studies have shown that longer surveys typically result in data quality issues. Issues include straight line responses (identical responses to a series of questions), high correlation with responses of nearby questions, and a decline in response variance toward the end of the survey.

This is usually the case because it's hard for respondents to focus their attention on long surveys. Dedicating their time to complete a longer survey interferes with competing responsibilities and priorities. Further, forcing employees to participate may also impact the candidness of their response. Finally, a poor experience with a time-consuming survey also results in decreased willingness to take another survey in the future. We recommend these survey lengths based on our best practices:

- **Weekly:** 2 or fewer questions
- **Monthly:** 8 or fewer questions
- **Quarterly:** 22 or fewer questions
- **Annual:** 30 or fewer questions

On average, it takes employees 3-5 minutes to respond to 20-25 items.

We see sustained response rates around 80% for those customers that are surveying using these guidelines. Overall, a shorter survey is more sustainable, and also makes the reporting experience better for leaders once results are available.

Survey item order

Ideally, we want survey takers to quickly and smoothly complete a survey. To this end, we organize the survey in such a way that participants can move from one survey frame of reference to another in a logical manner. Typically this would start with more general items about the company at the business and leadership level. Then the survey would move to items about local management, the direct supervisor and team, and end with items about the individual job experience.

We suggest asking overall engagement outcome items (eSat, Recommend, etc.) at the beginning of the survey. We want the respondent to review outcomes first and then rate their other experiences. That way, their prior answers do not overly influence their opinions of overall engagement. Any open-ended questions are placed at the end of the survey.

Best practices to reduce survey length

- Consider the number of internal stakeholders that are involved in adding to and confirming the question set. This can sometimes create a lengthy survey that is not aligned with your overall strategic objectives.
- Use single-item measures in Viva Glint. Single-item measures leverage a unique design feature of enabling comments on every rating style question. This provides additional context and detail behind the scores. The advantages to using single-item measures include higher quality insights, less demand on leaders to process too much information, and the ability to drive regular conversations with your people, informed by relevant and real-time data.



Open-ended questions

While employees can leave comments after each scaled question, open-ended questions give them the opportunity to leave additional feedback on topics that may or may not have been covered with the scaled questions. Viva Glint recommends using these three items to elicit openended responses for engagement surveys:

- **Start doing:** What should we start doing (or do more of) to improve results?
- **Stop doing:** What should we stop doing (or do less of) to improve results?
- **What else:** What else is on your mind?

Item rotation

Rotating items across surveys (e.g., semiannual, quarterly, or monthly) allows you to ask more questions over the course of a year. More specifically, this enables you to:

- Make surveys shorter, not all questions need to be asked in each survey.
- Ask questions at the right time to inform key business decisions.

- Ensure content stays “fresh” from one survey to the next so employees are not responding to the same survey items over and over again.

The same outcome items are always asked in each survey, unless there are changes to the outcomes being measured. Further, in each survey, you can include items that ask about behaviors your organization is trying to drive or reinforce (e.g. feedback or recognition). At the same time, you can ask less frequently about concepts that take longer to impact (e.g. culture or compensation).

Some stakeholders may be disappointed that they cannot receive feedback on particular items in every single survey. Educate your stakeholders on the rationale behind the cadence. That said, when rotating survey questions, Viva Glint automatically shows the trend between surveys (i.e. the score from the last time that question was asked).

Microsoft Viva Glint is a voice of the employee solution helping organizations understand and improve employee engagement. Organizations get immediate visibility into the employee experience with org-wide surveys and recommended actions to drive business outcomes.

Learn more aka.ms/VivaGlint



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