

# 2017 FINDINGS REPORT

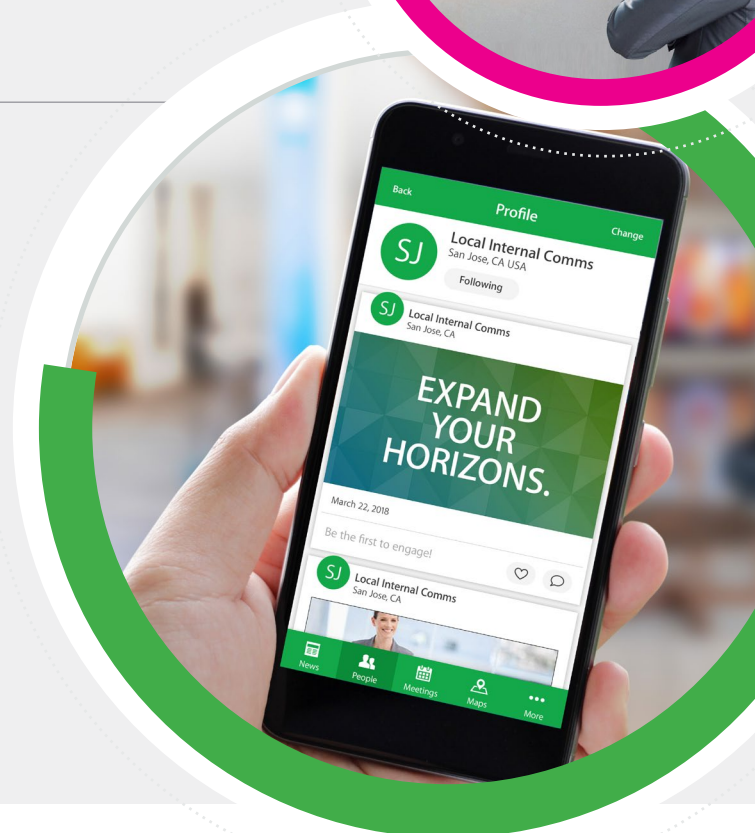
## Internal Communications Survey

How integral are internal communications tools and strategies to creating and improving employee engagement?

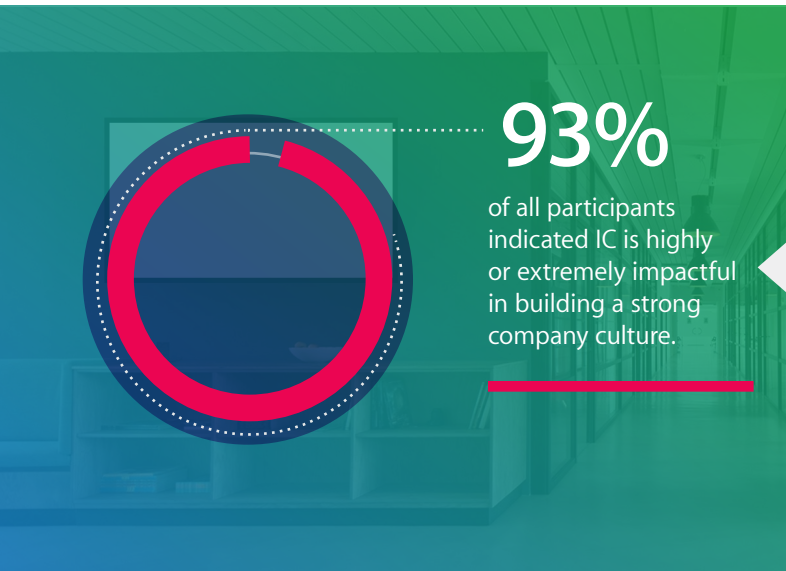
The message is clear: Internal communications are here to stay, and employee engagement is better for it. In the 2017 Signet Internal Communications Survey, we asked employees about the impact and efficacy of the internal communications programs of a diverse range of companies.

The feedback we received points to an increase in the usage and effectiveness of internal communications programs and tools in the past year, as well as the link between good IC and employee satisfaction.

In this document you'll find the results of our survey, detailing responses from employees from companies across a broad range of sizes and management styles.



# Measuring the Impact of Internal Communications



### QUESTION 1:

How impactful do you feel internal communications are in building a productive and engaged workforce?

AVERAGE RATING

**4.4**

**45%** 5 - EXTREMELY IMPACTFUL

**48%** 4 - HIGHLY IMPACTFUL

6% 3 - MODERATELY IMPACTFUL

0% 2 - BARELY IMPACTFUL

0% 1 - NOT IMPACTFUL



### QUESTION 2:

Do you feel your company's internal communications do a good job keeping employees motivated and engaged at work?

AVERAGE RATING

**3.7**

**26%** 5 - EXTREMELY SATISFIED

**32%** 4 - VERY SATISFIED

32% 3 - MODERATELY SATISFIED

3% 2 - SLIGHTLY SATISFIED

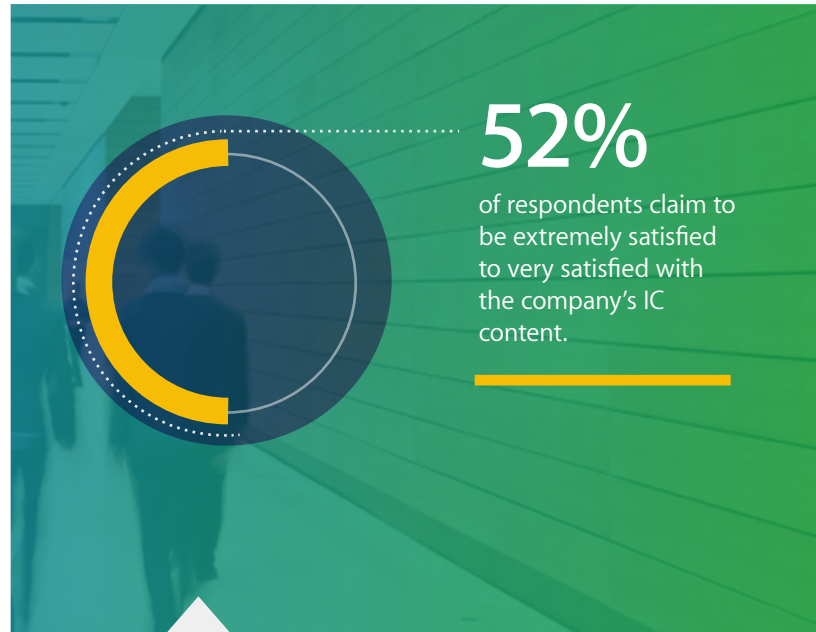
3% 1 - NOT SATISFIED

### QUESTION 3:

Do you feel your company's internal communications help bring you closer to your team and extended coworkers?

AVERAGE RATING <b>3.6</b>	1 - NOT SATISFIED	2 - SLIGHTLY SATISFIED	3 - MODERATELY SATISFIED	4 - VERY SATISFIED	5 - EXTREMELY SATISFIED
	3%	12%	29%	32%	23%

# How Good are Your Company's Internal Communications?



**QUESTION 4:**

Do you feel your company does a good job communicating internally to employees?

AVERAGE RATING	<b>41%</b>	5 - YES, EXTREMELY WELL
<b>3.8</b>	<b>29%</b>	4 - YES, VERY WELL
	24%	3 - AVERAGE
	6%	2 - NO, NOT VERY WELL
	0%	1 - NO, VERY BAD

**QUESTION 5:**

How would you rate the quality of your company's internal communications content?

AVERAGE RATING	<b>26%</b>	5 - EXTREMELY SATISFIED
<b>3.6</b>	<b>26%</b>	4 - VERY SATISFIED
	35%	3 - MODERATELY SATISFIED
	13%	2 - SLIGHTLY SATISFIED
	0%	1 - NOT AT ALL SATISFIED

**QUESTION 6:**

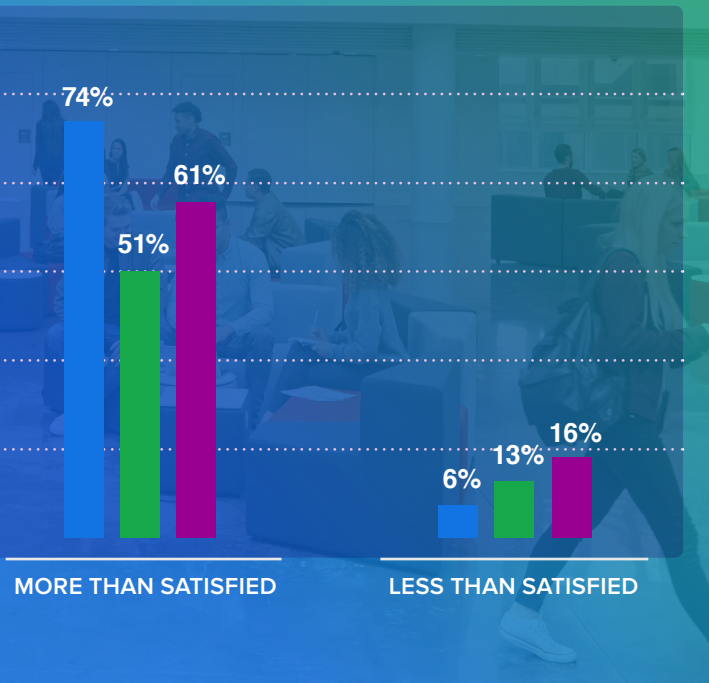
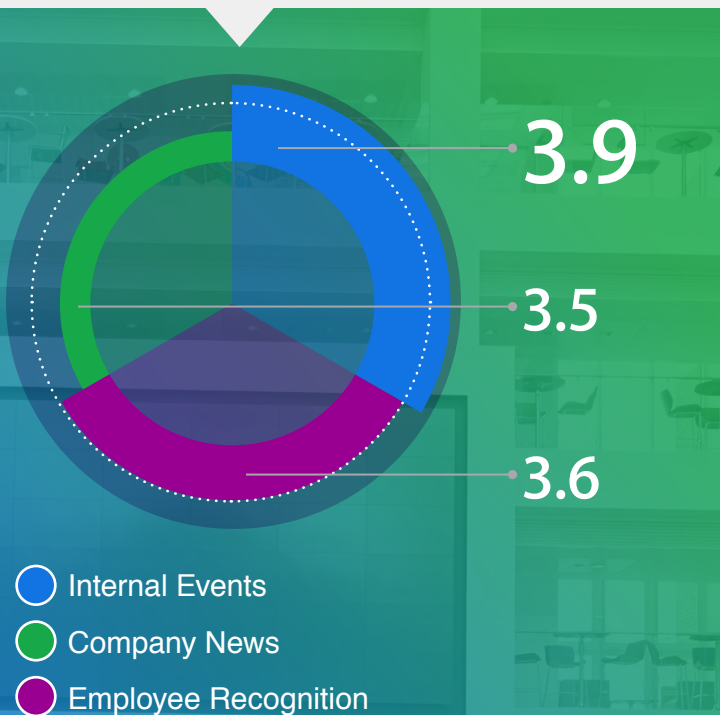
Do you feel your company communicates about the right topics in its employee communications?

AVERAGE RATING	1 - NOT SATISFIED	2 - SLIGHTLY SATISFIED	3 - MODERATELY SATISFIED	4 - VERY SATISFIED	5 - EXTREMELY SATISFIED
<b>3.7</b>	3%	6%	26%	45%	19%

# Which Types of Content are Most Successful?

## QUESTION 7-9:

How satisfied are you with your company's internal communications in these three key areas?



### INTERNAL EVENTS

AVERAGE RATING

3.9

29%	5 - EXTREMELY SATISFIED
45%	4 - VERY SATISFIED
19%	3 - MODERATELY SATISFIED
3%	2 - SLIGHTLY SATISFIED
3%	1 - NOT SATISFIED

### COMPANY NEWS

AVERAGE RATING

3.5

19%	5 - EXTREMELY SATISFIED
32%	4 - VERY SATISFIED
35%	3 - MODERATELY SATISFIED
3%	2 - SLIGHTLY SATISFIED
10%	1 - NOT SATISFIED

### EMPLOYEE RECOGNITION

AVERAGE RATING

3.6

19%	5 - EXTREMELY SATISFIED
42%	4 - VERY SATISFIED
23%	3 - MODERATELY SATISFIED
16%	2 - SLIGHTLY SATISFIED
0%	1 - NOT SATISFIED



# How Your Company Communicates With You

## QUESTION 10:

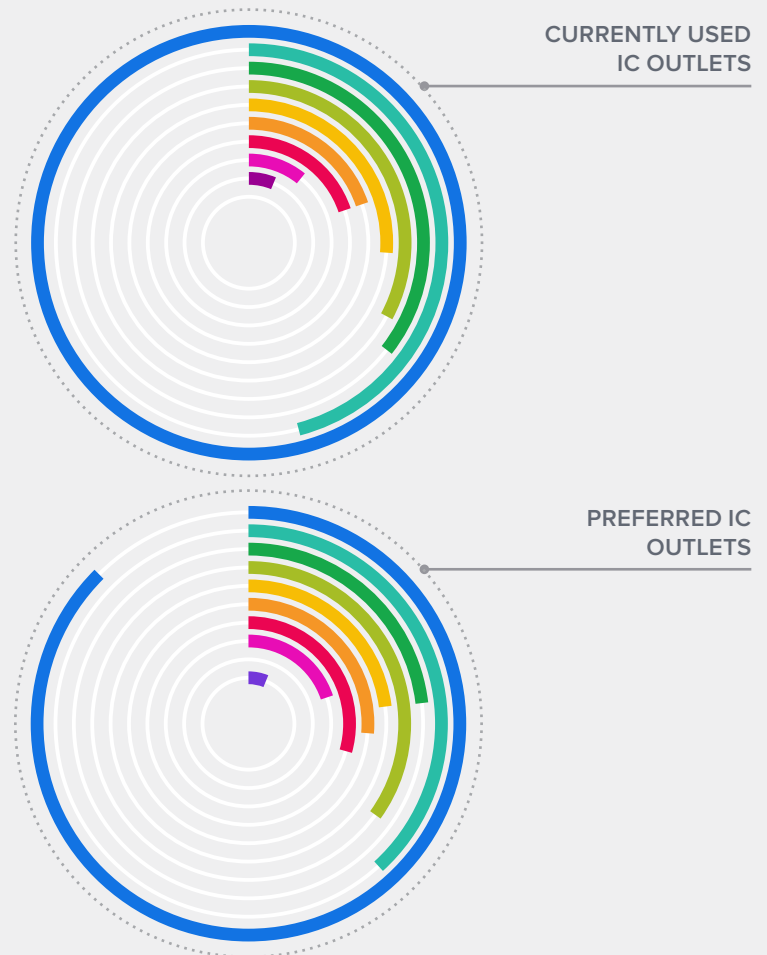
Do you feel your company leverages the right outlets to communicate with its employees?

AVERAGE RATING	5 - YES, EXTREMELY WELL	4 - YES, VERY WELL	3 - AVERAGE	2 - NO, NOT VERY WELL	1 - NO, VERY BAD
<b>3.6</b>	19%	29%	42%	10%	0%

## QUESTION 11 & 12:

Types of digital communication outlets

	CURRENTLY USED	PREFERRED
EMAIL	100%	<b>87%</b>
INTRANET	45%	<b>38%</b>
HALLWAY SCREEN	35%	23%
LOBBY MEDIA WALL	32%	<b>35%</b>
IN-ROOM CONFERENCE DISPLAY	26%	23%
MOBILE APPLICATION	19%	<b>26%</b>
BREAK ROOM SCREEN	19%	<b>29%</b>
DIGITAL MEETING ROOM DOOR SIGN	10%	19%
OTHER	6%	0%
COMPUTER SCREENSAVER	0%	6%



## ABOUT SIGNET:

Signet offers an enterprise digital engagement platform focusing on employee and customer communications, providing a broad range of digital endpoints to optimize engagement and utility for the next-generation workplace.

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