

Human Resources

Conducting 360° surveys on the web

Project Outline

An international HR firm approached ASR to conduct 360° surveys on its behalf. The firm services a large client base throughout Australia and South East Asia. It has developed its own framework for 360° surveys with strict reporting requirements. Each of its clients may vary the content of a questionnaire or report, provided it fits within the standard framework.

Survey Manager Capabilities

Survey Manager is designed to manage a range of survey types, including the 360° survey process. However, 360° surveys are more complicated than other types of surveys because of the requirement to maintain and track role relationships between respondents, and to carry over this structure into reports.

Respondents are loaded into the system and then allocated to subjects according to roles. Emails are sent to all respondents notifying them of the subjects they are to rate and in what role. The survey is monitored using the web admin module, which is also made available to the HR firm.

The client was attracted to the seamless end-to-end process that Survey Manager provides, particularly the integration of data collection and management with customised reporting.

Outcomes

ASR has developed a report generator specifically for this firm to create reports on-demand in its proprietary format. Variation in content is handled by the report generator, and Word and PDF versions of the reports are created, depending on whether the HR consultants want to add individual commentary or pass them onto their clients directly.

Over some years, ASR has conducted many 360° surveys for this HR firm. Its clients include many of the major companies in Australia and South East Asia. Survey sizes have ranged from small groups of 16 subjects through to 440 subjects in one survey.

“Applying technology to make multi-rater feedback feasible”