

# Insight communities for EX

Build what employees actually need by listening more deeply and gathering clearer, more complete insights

Standard employee engagement surveys are great at identifying gaps. They're less helpful in helping you fill those gaps.

With employee insight communities, you can collaborate in real-time with engaged associates to solve the problems identified in your surveys, or any other question you might want to run by a broader employee group.

## Example uses for insight communities:

- ▶ Go deeper on a specific topic, such as dissatisfaction with recognition or training. How do employees want to be recognized? What do they value? What do they like or dislike about existing training?
- ▶ Run a proposed initiative by a group of engaged associates for feedback before you roll it out. Does the goal make sense? Is the messaging clear?
- ▶ Create a manager-specific community to problem-solve operational issues or share best practices.
- ▶ The possibilities are endless!



Insight communities work hand in hand with journey-based feedback.

Combining journey-based surveys with an agile insight community gives you a deeper, more practical view of what employees need, so you can focus on improvements that truly make an impact.



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