

# Simply the participation rate for surveys on mobile Increase end devices - *Best practices of HRpuls customers*

1// IF YOU ASSIGN THE UNIFORMLY AND EXPLAIN THE SENSE THE SURVEY

*Assign all participants to the survey in a uniform and structured manner. This includes the procedure (when is who invited via which communication channel) and the explanation of the background (what is the aim of the survey, what would be the optimal result, what would be the risks if the survey was not conducted?)*



2// DONATE THEM TO THE PARTICIPANT

*You want something from the respondent - why don't you give him something back? This can be material (donation per participation, raffle of a prize under all participants) or non-material (e.g. access to information, provision of survey results).*



3// LOAD THE PARTICIPANTS PERSONALLY AND MAKE THEM IT IS CLEAR THAT THEIR PARTICIPATION IS IMPORTANT

*\_ Gedruckte Kommunikationsmittel können persönlich übergeben werden. Bei der Übergabe kann dem Teilnehmer der Sinn der Befragung verdeutlicht werden sowie betont werden, dass auf seine Meinung Wert gelegt wird.*



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## Einfach die **Teilnahmequote bei Befragungen auf mobilen Endgeräten erhöhen** – Best Practices der HRpuls Kunden

4// USE  
MULTIPLE CHANNELS  
TO THE INVITATION OF THE  
PARTICIPANTS //  
MAKE SURE THAT  
ALL EASY ACCESS  
HAVE TO THE INVITATION

A short reminder of the survey can significantly increase the participation rate. Especially when different channels are used. The following channels have proven themselves with HRpuls customers:

Invitation within the framework of an event,

Display of the link and the QR code in a presentation (e.g. at the end of a training, at an employee meeting).



Invitation by printed means of communication, e.g. in business card format. The cards or flyers can be handed over personally or by post can be sent, for example, with payroll.



Sent by SMS to the participants  
from PC via web services



Invitation via e-mail



5// AUTOMATE  
THE INVITATION  
THE PARTICIPANTS

Not only a uniform invitation in the sense of corporate communication has a positive effect on the participation rate.



Also the automation of the invitation through a connection to a data management system (e.g. to the ERP system) increases the participation rate. In order to be able to invite the participants individually, different, selectable invitation texts proved themselves.

€ EFFORT

👍 BENEFIT

TURNKEY READY  
COMMENTS

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