

Better Employee Engagement Start with Better Feedback

Software that makes it easy to gather quantifiable, actionable employee feedback and create a better workplace



Gather, analyse and act on feedback

sightmill.com

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Successful companies gather, analyse and act on feedback



Why gather employee feedback?

- Highly **engaged employees are great promoters** of your business
- Employee feedback gives you data that helps you to **take key business decisions**
- **Hiring a new employee** can cost up to five times more than retaining an existing one
- Employee feedback provides valuable insights to help managers and teams improve culture, communications and practices to create the **best employee experience**
- Employee feedback provides a way of **measuring and tracking** engagement, satisfaction and loyalty within your company
- Gathering and acting on feedback shows that you **value your employees' opinions**

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- Metric of engagement
 - Retain employees
 - Increase engagement
 - Reduce attrition
 - Reduce costs

- 
- **Improved profits**
 - **Better decisions**

Improve your employee feedback

Gather

- Flexible, scalable and responsive employee & customer feedback platform
- Provides anonymised responses for employee engagement best practice
- Easy setup and integration with your CRM; free onboarding support
- Works across these channels:
 - Email
 - In-app
 - Website
 - SMS
 - Training & Events
 - Desk-based staff
- Uses the industry-standard Net Promoter Score methodology



Analyse

- Generate a trackable eNPS metric and see which themes and elements influence it
- Automatically tag and group results to view feedback by theme, segment, geography, office, or product
- Understand trends with easy self-serve reporting

Act

- Across your teams, align the business around a single metric and trends in your employee engagement score
- Allow managers to view engagement themes of their teams and adjust culture and practices
- Respond to employee concerns in real-time, quickly solving problems and turning detractors to fans

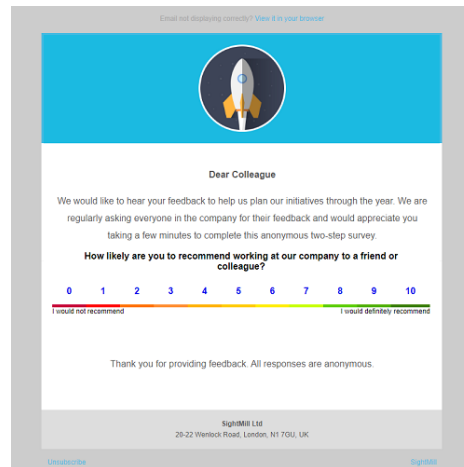
Creating actionable insights

Acting on employee feedback completes is an essential part of improving employee engagement. SightMill helps ensure your organisation can act on insights.

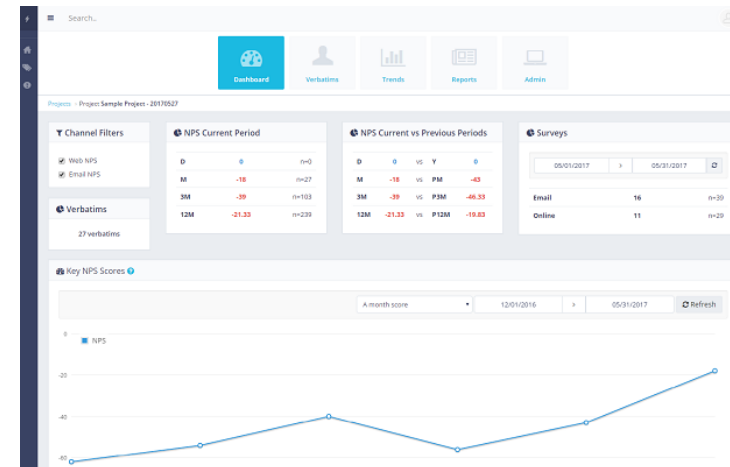
- Gather employee feedback by email, from your portal, or via SMS
- SightMill creates a single metric score that can be tracked and measured – and used across the company to understand how employee engagement is improving
- Act quickly on feedback – SightMill provides an easy to use dashboard and distributes feedback around to managers in real-time



Gather employee feedback by email



Easy to use dashboard



What our customers say about us



“Sightmill makes it easy for us to ‘listen’ to our users and provide the best possible experience on Fastcase.com”

Karli Hannan, Director Sales & Customer Experience
Fastcase



“I’m really impressed how SightMill makes it so easy to get real-time customer feedback via our website and after live training events”

Jonathan Mama, CEO
Skorch Outdoors



“It’s really powerful to hear and act on the feedback from our delegates in real-time to make our training experience ever better”

Jelena Sevo, Director,
Tolley Tax Intelligence and Training



“Easy setup and great features - a simple choice when implementing NPS by email and at live events”

Ben Kittow, CEO
The Streaming Company

SightMill helping you

Are we too big for SightMill ?

- Our enterprise packages provide feedback solutions to some of the biggest businesses gathering feedback and integrating to their systems

Are we too small for SightMill ?

- Our starter packages are used by a wide range of startups and growing businesses to gather feedback, helping them improve and become even more competitive

Can we generate a single shareable metric?

- SightMill generates a single metric: your eNPS score that can be used in the boardroom or with operational teams. It also provides trend analysis to see how your actions influence this.

We don't have the expertise to set this up

- We can help you get started – we can help you with the survey design, how to setup and test, then advice on how to optimise. It's all free and included in all plans

We aren't technical

- Our platform is easy to use and setup so no development or technical skills are required. And we're available anytime to help you with advice to get started.

Our teams want details for teams and offices

- Our platform can pull in data about your employees and show you how the engagement scores relate to office locations, teams, and more.

We want to customise everything

- All of our surveys, especially our email and website surveys, can be easily customised to fit in with your style and design – use our easy editor or we can help.

We want to connect our systems

- Our platform can connect up to a wide range of other software – either do it yourself, get sophisticated with our APIs, or we can help link SightMill.

We want to automate everything

- Our platform supports a range of automation so you can setup once, allowing teams to receive and act on feedback to improve engagement.

Summary

- Start gathering feedback to better understand your employees
- Create a single business metric that helps you track employee engagement
- Create actionable insights to improve your activities
- Speedy set up, easy integration and ongoing support and development
- Flexible, scalable and responsive employee feedback platform utilising the authoritative eNPS methodology
- Real time tracking and automatic feedback to your managers or teams
- Easy-to-use self-serve reports

Setup a free trial account to start gathering actionable feedback

Upgrade at any time – no contracts, no ties

Contact us at: hello@sightmill.com



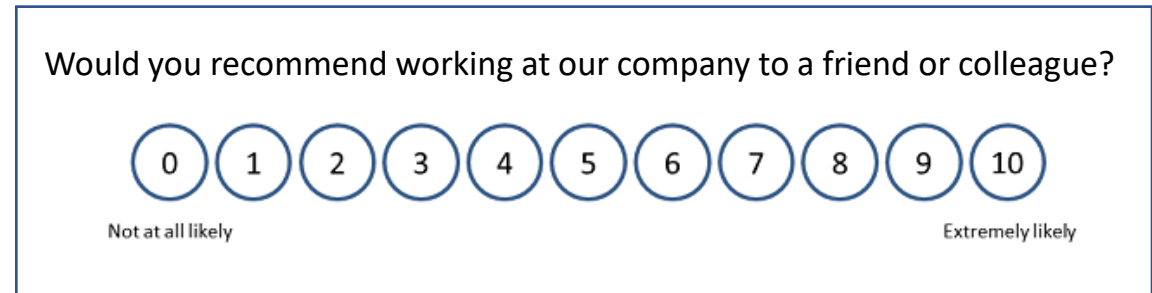
Appendix

What is Net Promoter Score?

SightMill uses the industry-standard Net Promoter Score methodology.

- eNPS (employee Net Promoter Score) is calculated based on the results of asking a single, simple question
- The standard eNPS question is:
 “**Would you recommend working at our company to a friend or colleague?**”
- A respondent is asked to answer this question using a scale graduated from 0 (=‘Not at all likely’) to 10 (=‘Extremely likely’)
- The eNPS methodology splits answers into three groups, based on the score given by a respondent:
 - Scores of 0-6 are called **detractors**
 - Scores of 7-8 are called **passives**
 - Scores of 9-10 are called **promoters**
- The eNPS score for a period of time (typically, a day or a month) is calculated by subtracting the percentage of detractors from the percentage of promoters. (The passives do not count in the scoring)
 - **Net Promoter Score = Promoters % - Detractors %**
- The score is displayed as a number in the range of -100 to +100

Worked example



- In a day, there are 10 respondents and they score as follows:
 - 3, 4, 6, 7, 8, 8, 9, 9, 10, 10
- This equates to:
 - 3 detractors (scoring 3, 4, 6) (ie 30% of respondents)
 - 3 passives (scoring 7, 8, 8) (not included in the NPS calculation)
 - 4 promoters (scoring 9, 9, 10, 10) (ie 40% of respondents)
- So the NPS for today is calculated as follows
 - 40% promoters - 30% detractors = 10%
 - So the day's **NPS = 10**

Gathering feedback by email

SightMill customers use our platform to collect employee engagement via email surveys. View results by office, team or theme.

- Great response rates with the survey built into the email itself
- Offering best-practice anonymized employee email surveys
- Start in minutes using our templates
- Full control of the design, language, style and graphics of the email
- Support for multiple languages and time zones

Start immediately with our templates or have full design freedom. Our range of scheduling options makes sure the surveys are delivered at the optimum time and format to suit your business.

