

At a Glance:

Insights from Our Complete Guide to Deskless Workers

Employee surveys are vital for understanding the employee experience, but reaching those without regular computer access takes thoughtful planning. This guide will help you design a strategic survey cycle that ensures every employee voice is heard.

What is a Deskless Worker?

A **deskless worker** is an employee who completes most of their work away from a desk, typically in industries like healthcare, manufacturing, retail, construction, transportation, and hospitality.



Survey Design

Involve the Right Stakeholders

Reach out to stakeholders who possess deep knowledge of your deskless population to garner buy-in and ensure the right content is collected.

Ask Relevant Questions

Adjust surveys to reflect deskless workers' experiences while still covering universal topics like leadership and vision.

Survey Accessibility

Ensure your survey is accessible in its verbiage, length, and mobile-friendliness. Avoid unnecessary corporate jargon and focus on inclusive language.

Incorporate Relevant Data

Work backwards and consider what operational data will be helpful to analyze results across key groups. Leverage what already exists within your HRIS.

Participation

Communicate In Advance

Leverage systems that already exist to inform employees of the survey. Equip managers with the tools they need to explain and encourage participation.

Consider the Environment

Employees may need access to a physical location to complete the survey. Some organizations even "stop the line" for dedicated time to take the survey.

Mixed Distribution

Include on-the-go or mobile friendly distribution, such as QR codes or SMS.

Rally Everyone's Voices

Get everyone involved in creative ways like having on-site ambassadors or introducing gamification.

Communicating Findings

Keep it Relevant

Highlight key themes and next steps while providing leaders access to detailed reports.

Meet Leaders Where They Are

For frontline managers who also do not work from a desk, make their team's data available offline.

Follow Up Regularly

Reinforce key messages over time and emphasize commitment to change and listening.

Demonstrate Impact

Align on actions with senior leaders before sharing results and next steps with the wider organization.

Taking Action

A strong post-survey strategy is essential to show the organization's commitment to addressing employees' needs. Employees in organizations that act on feedback report higher levels of:

 Well-being  Intentions to stay  Engagement

Explain the "Why"

Be realistic and honest about feedback that cannot be addressed immediately or may not be realistic to pursue.

Empower Frontline Managers

Clarify expectations, prioritize development opportunities, and promote accountability.

Reflect & Debrief

Acknowledge lessons learned, celebrate successes, connect with deskless workers, and commit to continuous process improvement.

Quick Wins, Long Term Fixes

Tackle small issues quickly while planning for larger changes to show employees their feedback matters.

Only
27%

of employees feel their company takes action on feedback "very well" or "extremely well".