



2023 Internal Communications Survey Findings

Conducted March 13-31, 2023



Project Overview

OBJECTIVE

To assess perceptions, usage, and effectiveness of internal communications and capture suggestions for improvement

THE SAMPLE

- 307 Employees responded = 46%
- 5.5% margin of error @ 95% confidence; significant differences denoted



METHODOLOGY*

Quantitative survey via eMoney employees; approximately 10-minute survey

OUTCOMES

Provide insights to Communications team to continue to shape and improve communications to employees

Executive Summary

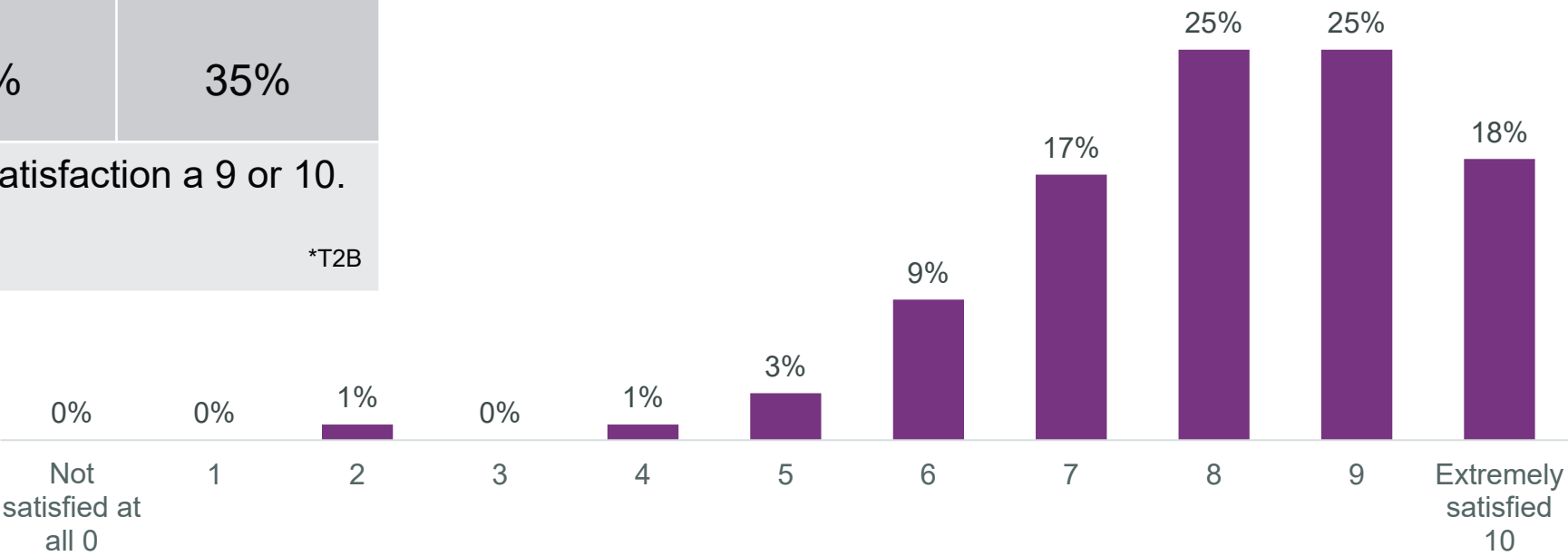
- **Satisfaction with internal communications is generally high.**
 - 43% of respondents were extremely or very satisfied with communications at eMoney; while 42% said they were somewhat or passively satisfied.
 - The newest employees are significantly more satisfied than the most tenured.
- **Email is the preferred method of receiving communications.**
 - 74% of respondents prefer email for receiving company news and updates.
- **Employees want more communication around company news and updates + information on teams and departments; and they want to hear from leadership more frequently about these topics.**
 - 71% of respondents prefer company news and updates over other newsletter content.
- **Employees want better/easier ways to find information.**
- **The majority (88%) of respondents find communications from their manager effective or extremely effective.**
 - 74% rated communications from CLT as effective or extremely effective.

Satisfaction with internal communications is evenly split between those really satisfied and those passively so

Satisfaction wanes with tenure, with the newest employees the most eager to absorb communications.

New (0-1 yr)	Tenured (5+ yrs)
69%	35%
Rate satisfaction a 9 or 10.	
*T2B	

INTERNAL COMMUNICATIONS SATISFACTION



In NPS-like Scoring:

43% Very/Extremely Satisfied

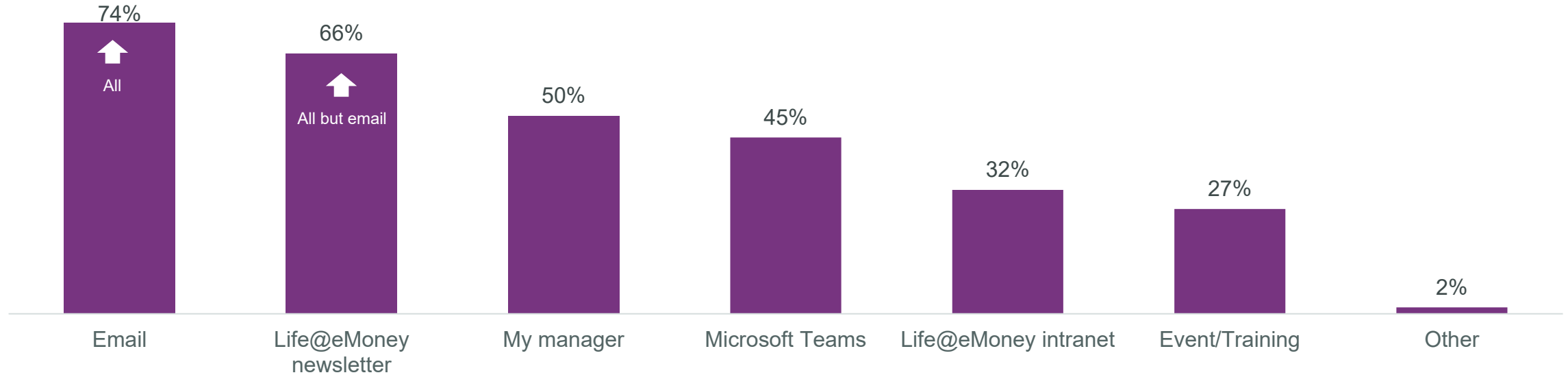
42% Somewhat/Passively Satisfied

14% Not Very Satisfied

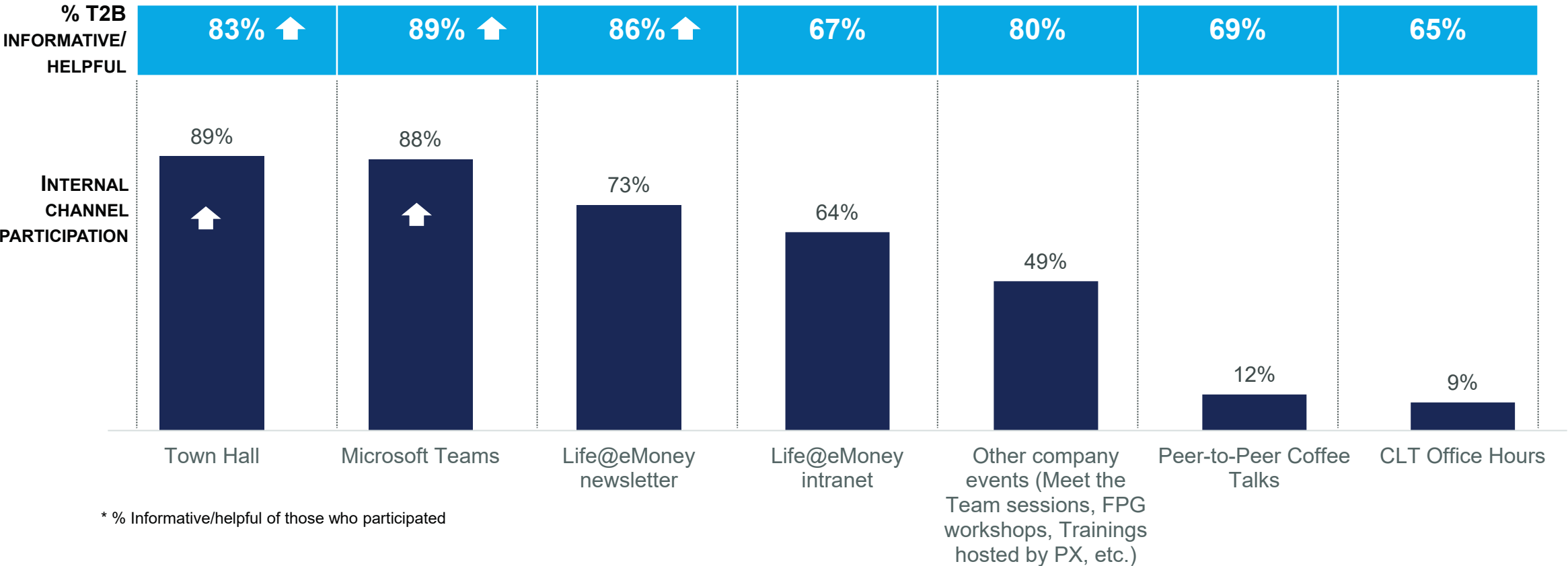
Email is the significantly preferred channel for receiving company updates/news, then the Life@eMoney newsletter

There is a significant drop-off in channel preference beyond these two.

CHANNEL PREFERENCE FOR COMPANY UPDATES/INTERNAL NEWS



The channels/events with the highest participation also have the strongest perceptions of being informative

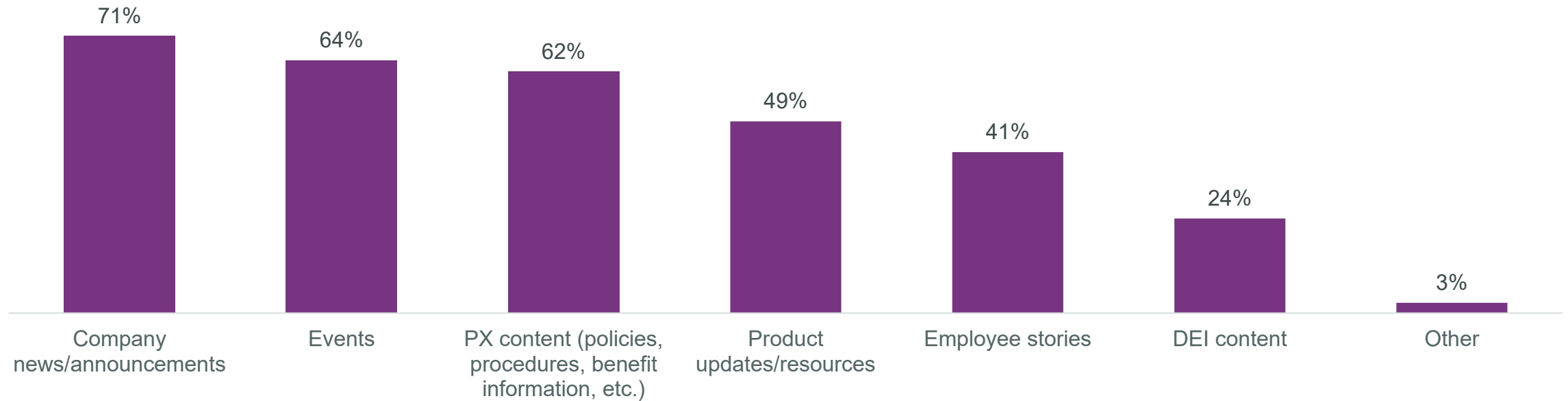


8. Which of the following internal channel(s) and/or events do you participate in?
10. How helpful or informative do you find each of these internal channel(s) and/or events?

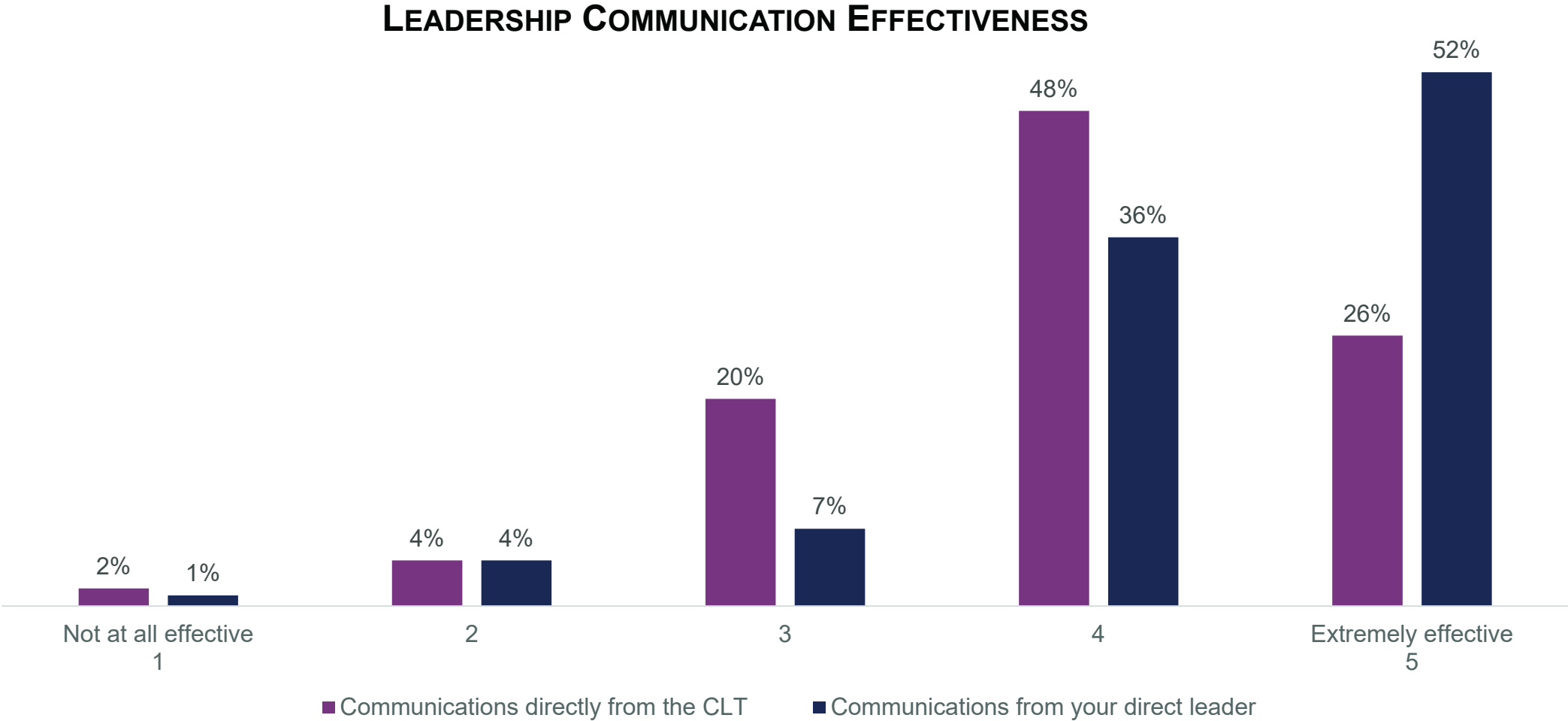
Company news and announcements is the top preference over other newsletter content

Events and PX content also have strong preference rates.

CONTENT PREFERRED IN LIFE@eMONEY NEWSLETTERS

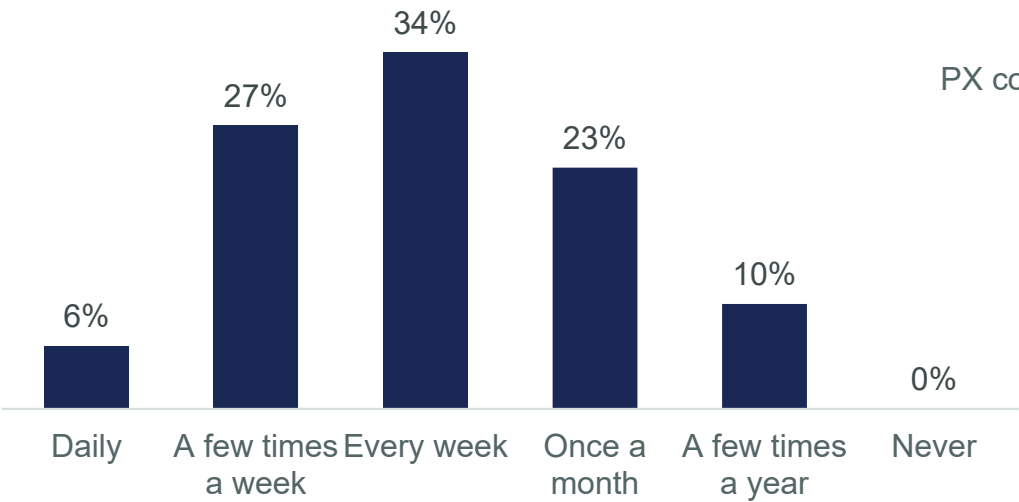


88% of employees find communications from their manager effective or extremely effective

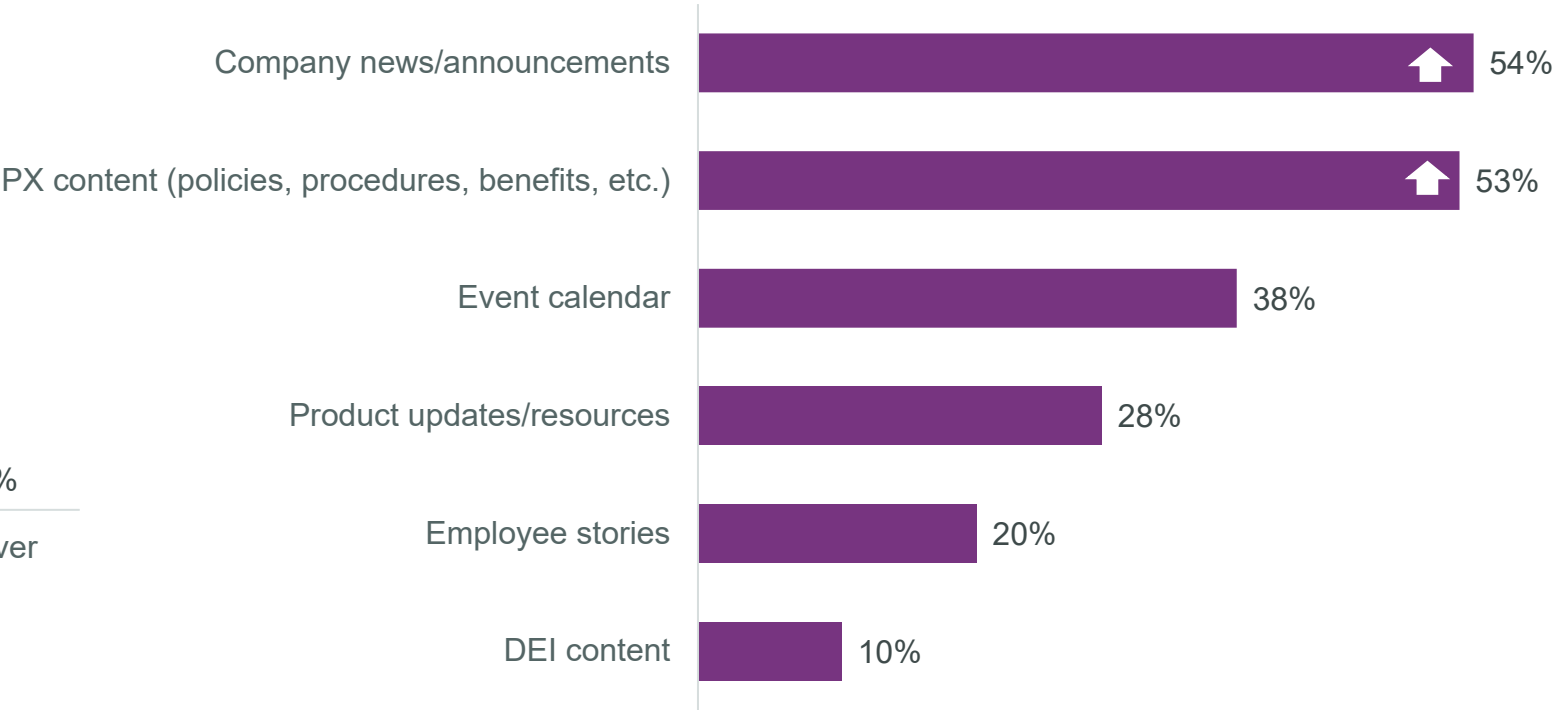


Most employees visit the Life@eMoney intranet weekly, with their preferred content being company news and PX content

FREQUENCY VISIT LIFE@EMONEY INTRANET



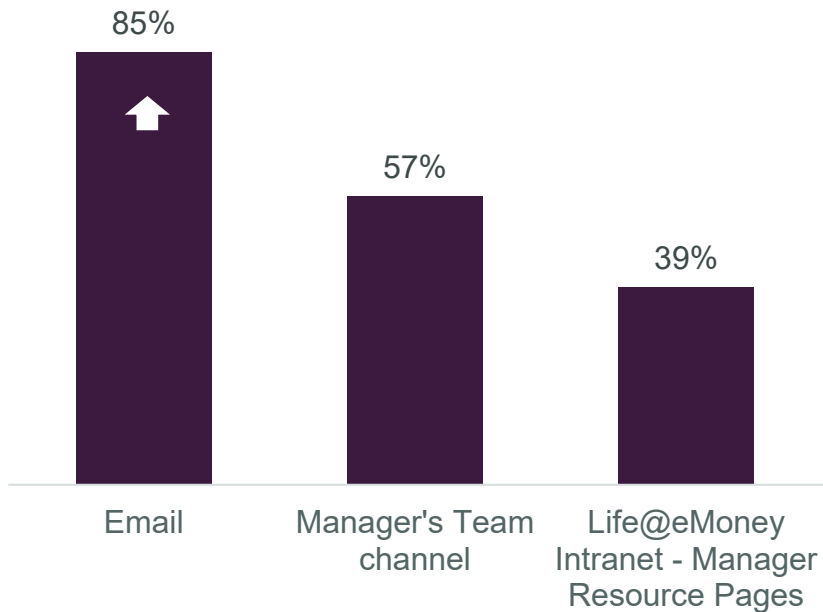
CONTENT PREFERRED ON LIFE@EMONEY INTRANET



Managers significantly prefer receiving emails over the other channels

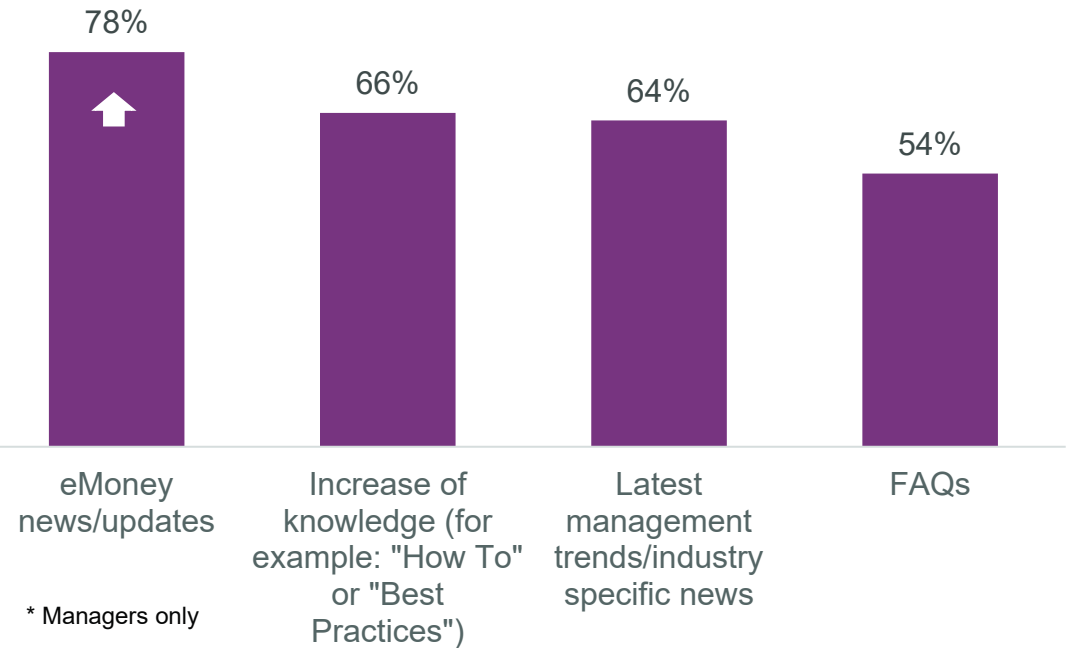
There is strong interest in receiving more information on multiple topics, most importantly, eMoney news and updates.

PEOPLE-MANAGER COMMUNICATIONS PREFERENCES



* Managers only

TOPICS WOULD LIKE MORE INFORMATION ON

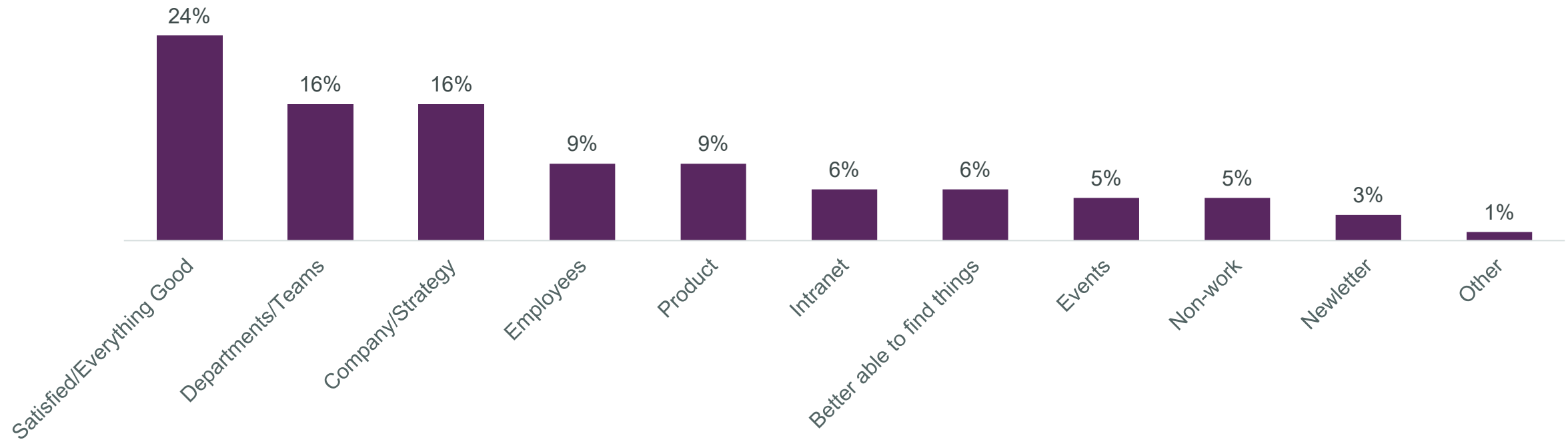


* Managers only

For the most part, employees are satisfied with the content and find everything good as it is

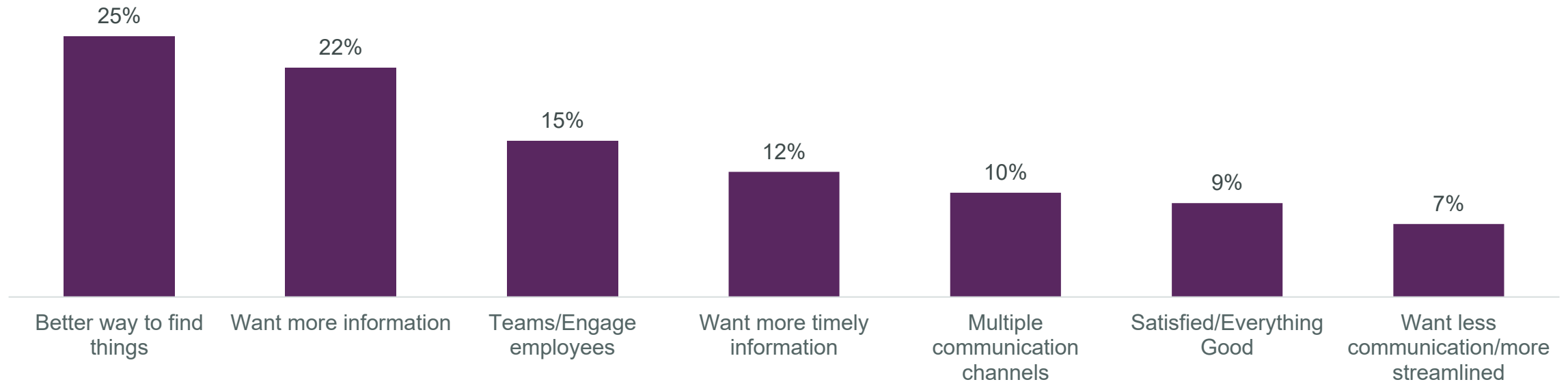
The areas receiving the most suggestions revolve around having more information about various teams and departments – what they do, big project updates, cross-departmental information, etc., and more information on the **company overall** – strategy, performance, market metrics, etc.

HELPFUL CONTENT NOT CURRENTLY AVAILABLE



Generally, employees want more information, but they need a better way to navigate and find it all

OTHER SUGGESTIONS TO IMPROVE INTERNAL COMMUNICATIONS





Questions?

- Email life@emoneyadvisor.com