

Fact Sheet

Tips for Raising Leaver Completion Rates



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The purpose of this factsheet is to provide practical information and tips on how to raise the leaver completion rates in your organisation.

Senior Champion

As with any organisational change, the greater the commitment from senior figures the more likely the initiative is to be seen as important and supported by the rest of the business. Depending on your organisation, the champion can either be a senior business leader or senior HR person. They simply need to be aware of the process, the value it is bringing the organisation and prepared to briefly mention it when required or put their signature to key communications.

Communication to Key Stakeholders

You will have a number of key stakeholders who need to be engaged if you are to achieve high completion rates: line managers, the wider HR community and the leavers completing the questionnaire. The more informed they are of what the initiative is, why it is important to the organisation (e.g. going to help reduce our recruitment budget by 4%) and what they can do to support this, the more likely they are to commit to driving up completion rates.

For line managers, this might mean them being responsible for having a quick chat with their leaver and encouraging them to complete the questionnaire. For local HR, it might be checking the right processes are in place to ensure leavers have enough time to complete it, and then talking to both leavers and line managers to encourage completion. For leavers, see Email Invite and Email Reminder.

The Candidate Manager

Look at the number of leavers being added onto the system versus the actual number of leavers. Do these match? In other words, how well are you using the system? If leavers are not added onto the system, they will not get invited to complete the questionnaire which can result in a low response rate and less valuable data.

Timing

Are leavers being given enough time to complete the questionnaire before leaving? Try and add people on immediately so they have as much notice as possible to complete the questionnaire. We would recommend the leaver receives the invite at least 3 weeks before their final day.

Email Invite

Who does the email come from? Does it resonate with employees or do they think it is an automated service with no individual associated with it. Review the content of the email – is it communicating the right message? We would recommend a personalized email from the senior champion (i.e. Head of the Business Function or the relevant senior HR person).

Email Reminder

Did you know you can change the reminder so that it is different from the initial email invite? We would recommend sending weekly reminders every Thursday after the initial invite. (great{with}talent automatically sends reminders).

Accessibility

How easy is it for the employee to complete the questionnaire? Is there a self-sign up page? Could you sit people down and get them to do it there and then?

Incentivisation

Provide an incentive to completing the questionnaire such as giving some money to charity for each questionnaire completed.

Accountability

Create public accountability by having a monthly user statistics update, broken down by administrators and send this to all administrators.

Focus Groups

Run focus groups on a small group of employees who have resigned but are still in the company exploring what would encourage or stop them filling in the questionnaire.