

Advantages of a 0–10 Scale

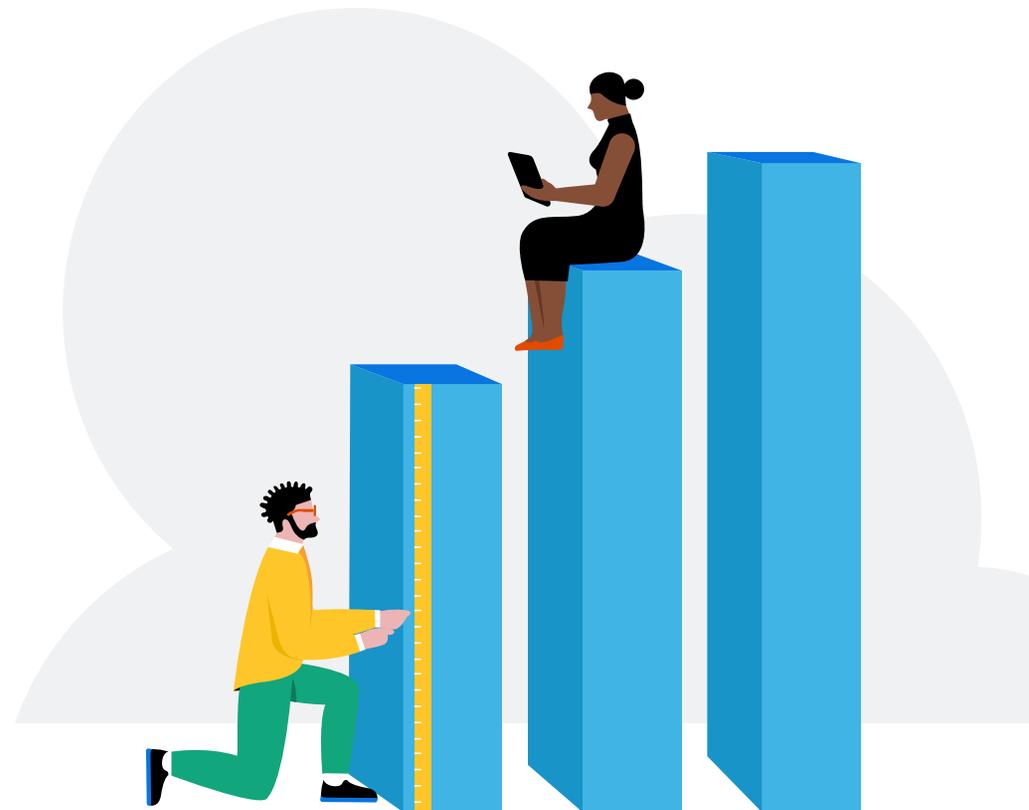
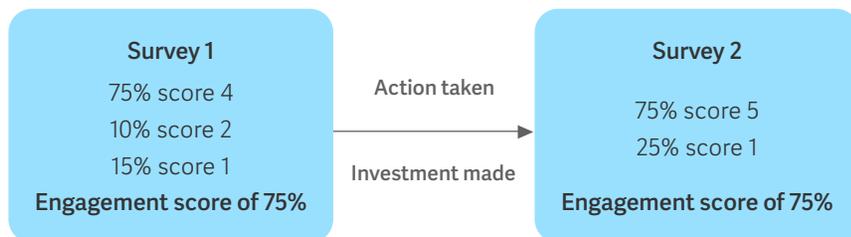
When measuring employee engagement, using a 0–10 scale provides three core advantages over a 5, 6, and 7-point likert scales (which use “percentage agree” scoring).

Accurate

A 0–10 scale delivers more accuracy and granularity. This means that even small changes can be detected in engagement or driver scores quickly, supporting you to take relevant and impactful actions. These can also show in trend data, proving that small, consistent changes are real.

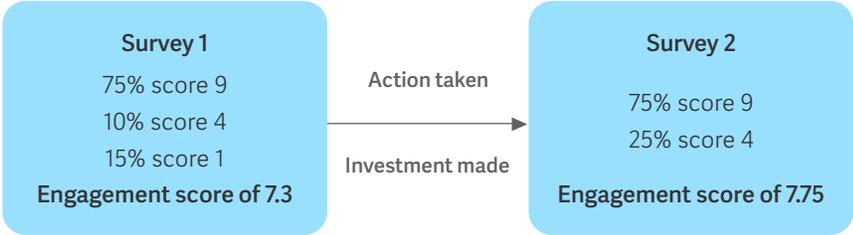
Surveys that use 5, 6, and 7 point scales almost always report findings in the “percentage agree” (or “percentage favorable”) format. This approach is not sensitive to change, and greatly limits the accuracy of the insights you view, as improvements within those who score below “agree” (or 4 on a five point scale) cannot be recorded or detected.

The following examples are based on percentage agree scoring on a 5-point scale.



Actions and investment have been made between survey one and two, but engagement in the “percentage agree” scoring method is identical, despite the mean score being significantly higher in Survey 2 (from 3.35 to 4.5). This is because percentage agree only changes when someone becomes “engaged”, not when someone moves closer to engagement. This insensitivity is a flaw in percentage agree scoring, which is not apparent in Workday Peakon Employee Voice’s mean scoring approach.

In the following example using Workday Peakon Employee Voice, we can see actions or investment result in 15% of the population scoring three points higher (from detractor to passive in eNPS). This significant shift is detected by mean score, but would be “lost” in equivalent percentage agree scoring.



The accuracy of this 0–10 measure becomes exponentially more important when quantifying ROI from Engagement initiatives. Our data shows that a 1 point increase (out of 10) has led to 4% increase in customer satisfaction, 1.6% increase in sales growth a 22% reduction in attrition. All of this would be missed by using a Likert scale.

Inclusive

Measuring “things out of 10” is universally familiar to all people, regardless of background, job role, education, or language. This eliminates concerns about translations for different scale points (research shows Spanish speakers are more than 2x as likely to select the highest or lowest point on a five-point rating scale—there was no difference between groups on a 10-point scale)¹, and drives understanding and adoption, all of which are critical to the success of an engagement project.

Also, as outlined, changes in scores which occur below the threshold of the person moving from not-engaged to engaged (i.e. any changes between 1 and 3.9 on a 5 point scale) cannot be detected in overall percentage engagement scores. This means valuable feedback is ignored and not acted upon, so improvements from less engaged employees is disregarded.

Flexible

Workday Peakon Employee Voice systems allow users the flexibility to choose between eNPS and mean score as they wish, with all benchmarks and scores automatically updating at the flick of a switch. Other scoring methods do not provide this functionality.

¹ Hui, C. & Triandis, Harry. (1989)

Impact on Action Planning

One of the greatest challenges faced by all organizations conducting these processes is the lack of action taken on the results. The inaccuracy of other scales used on the marketplace further adds to this problem for three key reasons:

- 1 They are not fit for the multicultural teams we see in most workforces, leading to confusions over results.
- 2 There is a lack of detailed scoring, which prevents managers from seeing the benefits of incremental local changes, or small consistent changes over time.
- 3 When changes are made, their impact may not be captured resulting in managers not being recognized for their good work, and potentially leading to future disengagement with the process.

To learn more about how Workday Peakon Employee Voice can help your organization, visit us at workday.com/employee-voice.

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With Workday Peakon Employee Voice, engagement is a continuous and sensitively-measured concept. It is so much more than being an “agree or disagree” temperature check. It is about accurately, inclusively, and flexibly answering key questions and using the insight to make real changes towards organizational and employee wellbeing and performance.

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