



EMPLOYEE SENTIMENT AND CLIMATE SURVEYS

AN INTRODUCTION

THE FOURTH WALL
RESEARCH AND ANALYSIS THROUGH THE FILIPINO LENS



The Fourth Wall's Surveys: The Difference

Traditional Surveys	The Fourth Wall's Surveys
Completion: dependent on meeting sampling quotas	Completion: dependent on the quality of the responses
Questioning Approach: questions are asked as is, regardless of the personality of the respondent	Questioning Approach: questions are set but are phrased in a personal manner
Results: Presents the quantitative data as they are	Results: Presents the quantitative data and qualitative measures such as deep-seated, underlying sentiments through AI-assisted sentiment analysis
Analysis and Consolidation: based on individual researchers and/or facilitators' capabilities	Analysis and Consolidation: based on Filipino psychology, supported by artificial intelligence's quantitative analytic capabilities



OUR PROCESS

1. OBJECTIVE SETTING

We discuss with the client what information do they need to help them with what they want to do.

2. LANGUAGE MODEL TRAINING

Next, we train the language model based on our objective to ask the relevant questions, including the dynamic follow-ups. In this stage, we also white-label the survey.

4. DATA COLLECTION AND PREPROCESSING

Using a combination of **Natural Language Preprocessing (NLP) and human validation**, we perform **robust screening and filtering** of respondents based not just on sample quota but on **quality of response**.

3. DISSEMINATION

After a series of testing the model, we share the **dissemination link**. The client then shares the link to their target respondents for dissemination. We will monitor the progress of the dissemination through **end-of-week email updates**.

5. DATA ANALYSIS AND INSIGHTING

Using a combination of **NLP, predictive analytic models, and Filipino behavioral frameworks**, we measure not only the real sentiments of the respondents, but the **deep-seated behavioral factors/nuances** that underlie them.

6. REPORTING AND FOLLOW-UP

We consolidate and present our findings in a **research deck**. Afterwards, we check on our client to assess if new interventions will be needed to support them in what they want to do based on the results of the survey.



Case Study: The Context

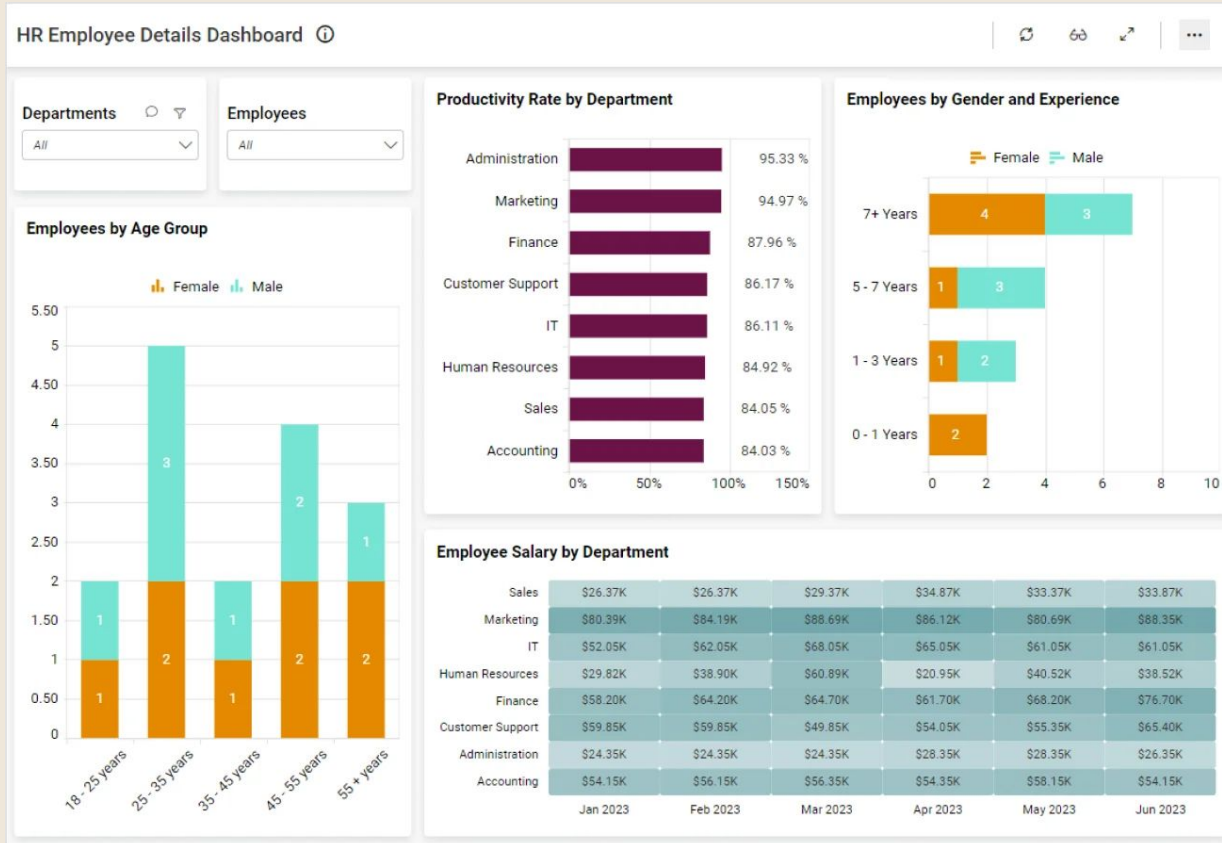
Context	An HMO company, Company X, tapped The Fourth Wall to re-analyze its employee satisfaction and feedback.
Objective	Measure the level of satisfaction of the employees in the organization based on sentiments and gain insights on their goals, expectations
Other Relevant Information	Company X previously worked with an international research company to design their employee satisfaction survey and analyze the results.



Case Study: Our Methodology

	Previous Approach (International Research Company)	Sociocultural Approach (The Fourth Wall)
Data	Employee Satisfaction	
Objective	Measure the level of satisfaction of the employees in the organization and gain insights on their goals, expectations	
Methodology & Data Points	<ul style="list-style-type: none">• Descriptive Analytics• Data Visualization Dashboards	<ul style="list-style-type: none">• Descriptive Analytics• Sentiment Analysis• Predictive Analytics (Factor Analysis, Machine Learning Clustering)• Filipino psyche frameworks

Sample Output: Traditional Surveys





Case Study: Our Results

	Previous Approach (International Research Company)	Sociocultural Approach (The Fourth Wall)
Insights	Overall, positive employee satisfaction across the board. However, employees want improvements in their salary and benefits. They also want more support for their career.	Overall, positive employee satisfaction, BUT middle-managers are the least satisfied because, out of hiya, they end up saying yes to their superiors' demands instead of negotiating priorities and take up much of the task instead of delegating to subordinates. This problem stems from the skills gap that they are grappling on.
Recommendations	Increase salary, institutionalize mentoring for middle-managers	Formulate a clear skills and capabilities roadmap for promoting rank-and-file to middle managers.
Outcome	High spend, lower satisfaction, lower retention	Intentional spend, higher satisfaction, higher retention, interventions can be clearly measured.

Company X's Net Sentiment Score

+12

Overall, Company X enjoys a **positive net sentiment of 12**. That means that the proportion of employees who have positive sentiments towards the company is higher than the proportion of those who have negative sentiments. This means that **more employees are satisfied with Company X**.

40

**Positive
Sentiment**

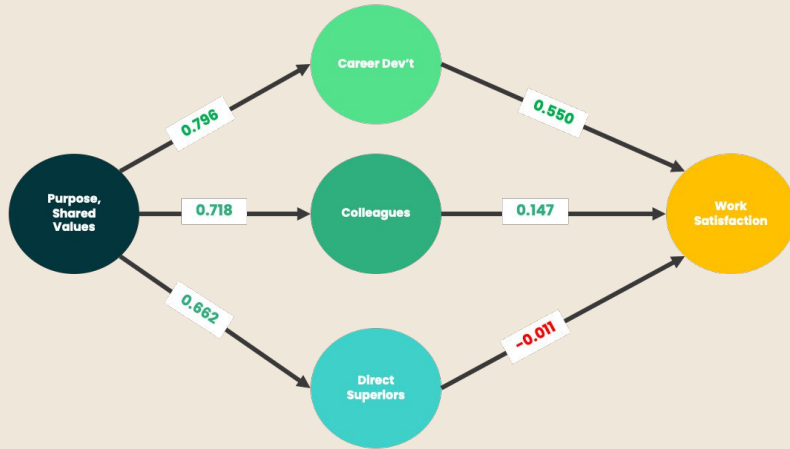
32

**Neutral
Sentiment**

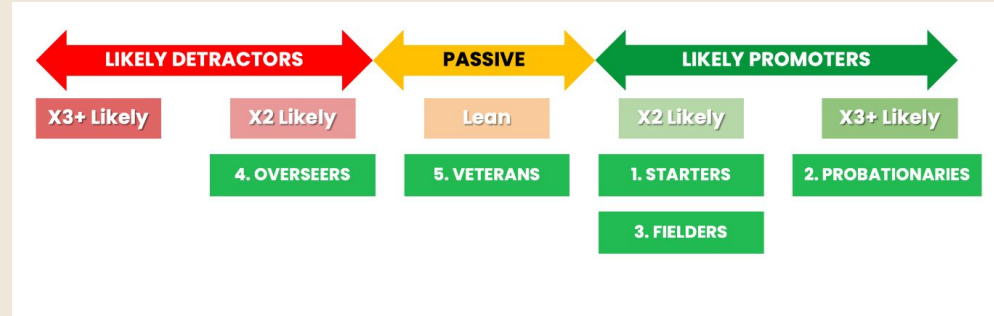
28

**Negative
Sentiment**

Sample Output: The Fourth Wall Surveys



IN-DEPTH FACTOR ANALYSIS



BEHAVIOR-BASED PROFILING

Sample Output: The Fourth Wall Surveys



SOCIOCULTURAL INSIGHT



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