



The Handy Guide to Hive

FOR HOUSING ASSOCIATIONS

Who (or what) is Hive?

Hive is an employee voice platform and strategic HR partnership.

We give housing associations the tech, the insight, the coaching and the confidence they need to improve employee experience and organisational performance.

Our accessible, cloud-based platform has four flagship features:

 hive **surveying**

with flexible question sets

 hive **open door**

for always-on listening

 hive **messenger**

to engage in two-way conversations

 hive **fives**

to cultivate coworker recognition

But it takes the perfect blend of technology and people to drive change, so our People Scientists are on hand to help HR teams and managers harness employee feedback and uncover the real story behind the data.

With Hive, organisations like National Housing Federation, Thirteen Group and Incommunities are making people-first decisions to build more engaged, productive teams.

Your entire workforce, united behind a common goal

A data-driven, agile and people-first approach

With Hive, you optimise communication between you and your people—helping you to identify areas for organisational improvement, improve employee experience and develop both your offering and ways of working. That makes your people more passionate and motivated, which translates to a more efficient and high-quality service for your customers and tenants.



Unlock the full potential of employee voice to inform your decisions and keep your people, culture and purpose aligned.

- ✓ Real-time feedback
- ✓ Always-on features
- ✓ Easily accessible and intuitive platform
- ✓ Expert People Science support
- ✓ Flexible surveying
- ✓ Two-way communication
- ✓ Identity-protected feedback

Want to know how we're helping other housing associations?

Check out our customers stories at
www.hive.hr:



thirteen



After all, it's the people inside the
house who make it a home

People-powered tech...

...for people-first organisations



John Ryder,
Hive Founder and CEO

Every voice has the
power to change the
working world.

HIVE'S PURPOSE



Embrace
innovation
through
accessible
technology



Give your
dispersed and
diverse teams
a permanent
voice



Keep on top of
your people's
engagement



Make better-
informed
data-driven
decisions



Transform your
culture with
your values at
the heart



Pass the
benefits on to
your customers
and tenants

Why you should embrace employee voice

Employee voice has a huge impact on engagement and experience. [According to Forbes...](#)

And there's also a clear link between employee voice and business performance. Josh Bersin found that organisations who listen to their people and act accordingly are...

...highly engaged employees are

3x

more likely to say they feel heard at their workplace than their disengaged peers...

...and

3 in 4

say they are more effective at their job when they feel heard

3.6X

more likely to innovate effectively

6.6X

more likely to adapt well to change

8.4X

more likely to inspire a sense of belonging

12X

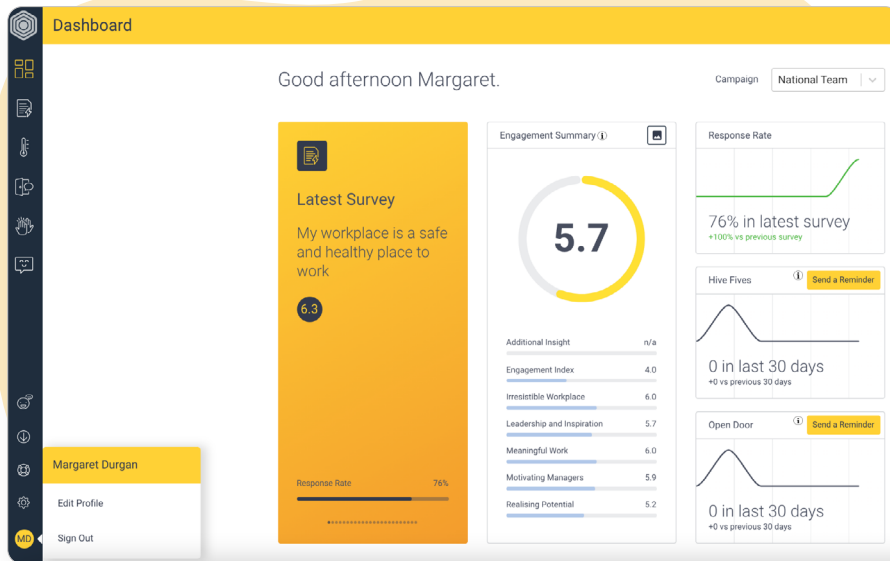
more likely to engage and retain employees

8.5X

more likely to satisfy and retain customers

The Platform

Innovative, flexible and accessible



- Four different channels to give you more varied and relevant data
- 24/7 employee access, so can have their say, wherever they are
- 16 different translations available for your employees
- Gather and analyse feedback on what matters most right now





Surveys have been one of the the most important employee voice channels around for decades now. But as tech and expertise have evolved, so has our ability to gather higher-quality data...

Unrestricted surveys allows you to choose your own formats, questions and frequency.

Targeted demographic surveying gives you more detailed, specific and actionable feedback.

Extensive question bank and pre-built surveys, backed by science, that can be tailored to your organisation.

Bespoke surveys and support from our People Science team.

Survey builder allows you to easily plan, write and run your own surveys from within the Hive platform.

Intuitive reporting dashboard with sentiment analysis and heatmaps.

Identity-protection gives your people the freedom and confidence to be totally honest.

Send SMS and customised email reminders to encourage participation.

Follow up on responses through Hive Messenger—without compromising the employee’s identity protection.

Benchmark your key results against the Hive customer average and your historic scores

Our engagement index provides an accurate and easily trackable snapshot of how your people are feeling

Welcome to the latest Hive survey!

Your opinions are valuable to us and will help us to make a better workplace for you and your colleagues.

1 How likely are you to recommend our organisation as a good place to work?

Extremely Unlikely Extremely Likely

0	1	2	3	4	5	6	7	8	9	10
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2 I feel proud to work for this organisation

Strongly Disagree Strongly Agree

0	1	2	3	4	5	6	7	8	9	10
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3 What are the things we are doing really well here?

“The flexibility of Hive is essential to what we want to achieve. We’re able to adapt and change as we need to and we can influence what questions we ask and how we approach our surveys. Hive just works for Calico in a way that no other platform could; it helps us to reach our extremely diverse teams and it appeals to everyone.”



Carmel Roberts, Learning and Development Manager, The Calico Group



An always-on, digital open-door policy, giving your people the freedom to say whatever they want, whenever they want—while their identities remain protected...

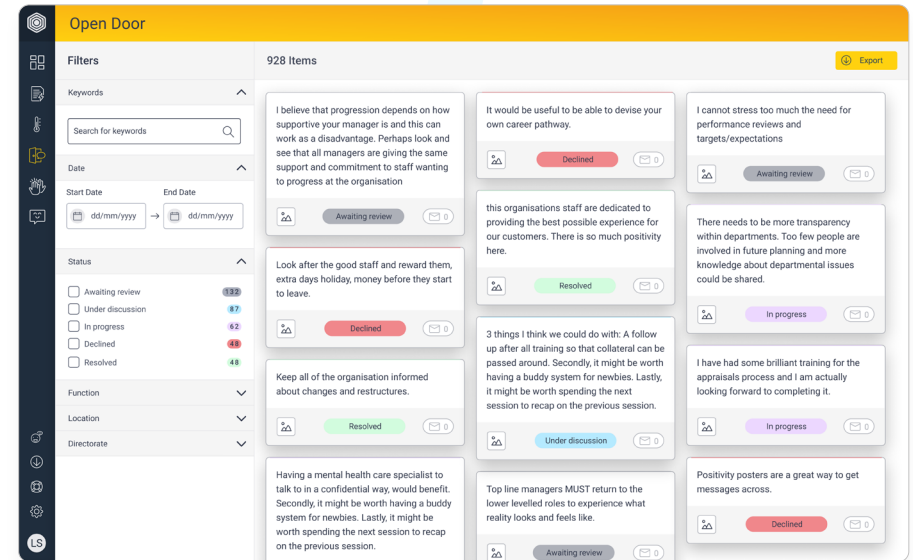
Real-time connection to your people, so you know what they're thinking and feeling right now.

Customise your Open Door with bespoke categories and text to capture theme-specific feedback and match your tone of voice.

Freedom to speak up about whatever is most important to your employees and organisation at any given time.

Follow up on submissions through Hive Messenger—without compromising the employee's identity protection.

Send SMS and customised email reminders periodically or instantly at the push of a button to drive usage.



“Employees can kick-start conversations and receive an instant response from the business. It’s a gateway between our senior leadership, our People & Culture team, and remote teams everywhere.”



Selina Murray, Coordinator of Communication and Engagement at insurethebox, part of Aioi Nissay Dowa Insurance Europe



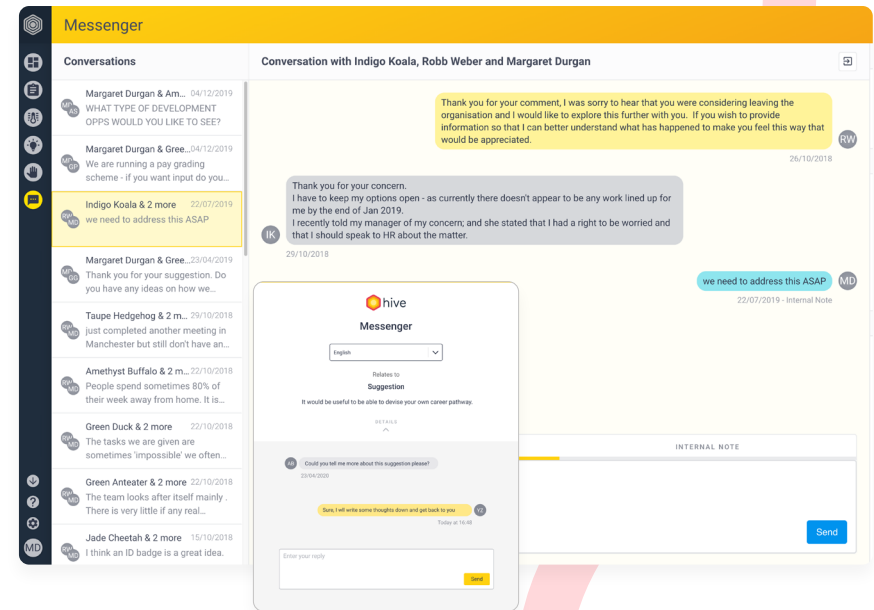
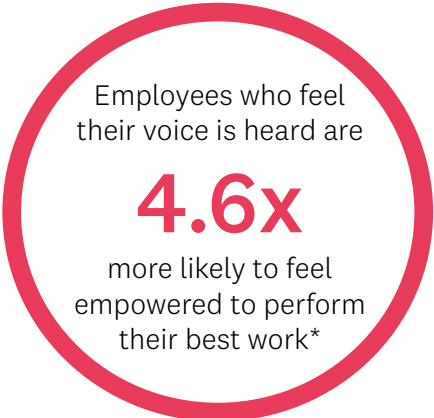
Dig deeper into an issue, respond to a burning question, address an objection, or follow through on an idea...

Instantly respond to feedback from a survey, a Hive Open Door submission or a Hive Five.

Start a two-way conversation with the sender.

Randomly generated aliases (such as “Purple Bear”) protect the sender’s identity when chatting.

Escalate submissions to the right people by getting others involved in the conversation.



“Hive Messenger allowed me to respond to 83 employees directly within one week. I was able to follow up on our survey feedback and personally address colleagues’ anxieties, fears, and concerns—shortly followed by FSCS achieving our highest ever engagement score.”



David Blackburn,
Chief People Officer at FSCS

*Salesforce Research



We all know how powerful a simple “well done” can be. But too often it goes unsaid—or unheard...

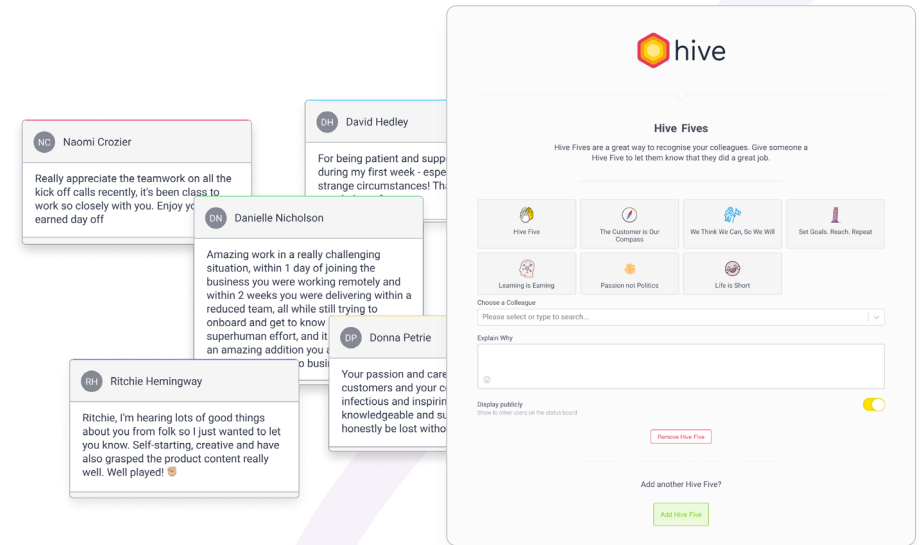
Boost wellbeing and motivation

in both the recipient and the sender.

Customisable categories allow you to align Hive fives to your organisation’s values.

An online feed gives everyone the chance to read through all the great messages that have been sent.

Send SMS and customised email reminders periodically or instantly at the push of a button to drive usage.



“The commitment to using Hive Fives and the feedback we receive is amazing. There’s something really different with Hive Fives. People weren’t as engaged in our previous recognition schemes but now, Hive Fives has created an amazing energy for our people and we couldn’t believe the number of people getting involved, connecting our hundreds of people all over the country.”



Ben Hallet,
Communications Manager,
Hanover Scotland

*Bersin & Associates

The Partnership

Here whenever you need us

- Access to the Hive+, our community hub for customers to ask questions, share knowledge and learn more about the power of employee voice through premium Hive content
- A team of dedicated and enthusiastic experts on hand to advise you, every step of the way.



Lisa Ainscough, Policy and Business Support Officer, Your Homes Newcastle

“Hive is an absolute pleasure to work with— incredibly responsive, friendly and always professional. They provide much more than a fantastic survey platform; we have benefited greatly from their experience in People Science and through using Hive we have come so far in developing our people strategy and achieving our goal of making our organisation an amazing place to work.”



With its roots in occupational psychology (the study of human behaviour in the workplace), People Science is all about gathering, analysing and using data to improve employees' working lives and achieve organisational goals.

For us, that boils down to four key stages...

1. Defining **strategy** to give you a clear plan of how to achieve your employee voice goals—and making sure everyone from the front line to the senior leadership has bought into it.
2. **Crafting** considered and bespoke surveys that get to the heart of the issues that are most important to your organisation and its people.
3. Drawing out the **insights** from the data to create powerful stories that shine a light on what's going well. What's not going well, why that's the case and what you should do about it.
4. Taking meaningful **actions** off the back of the data by working with everyone from managers to senior leaders in order to make lasting, positive changes.

“Hive’s People Science team were a huge help in getting our leaders on board with the project.

They challenged mindsets through training, conversations, and meetings. And, following each survey, they presented and discussed detailed reports that linked the data collected to the lived employee experience. They identified themes to consider—be that best practice or areas for improvement—and ensured leaders felt comfortable with these suggestions.”

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Allison Joynes, Senior Organisational Development Manager at Thirteen Group

Free assessment

Find out how ready your organisation is for change

Take Hive’s organisational readiness quiz to get your personalised assessment. Here’s what you’ll receive:

- Instant organisational readiness score
- Detailed overview of your ranking
- Customised PDF assessment with full scoring breakdown
- Personal follow-up with one of our People Science experts

Take the quiz:

www.hive.hr/hg-assessment/



Thirteen and their amazing People Team aren't ones to rest on their laurels; they're on a constant journey to revitalise their values, culture and colleague experience—putting their people and customers at the heart of everything they do.

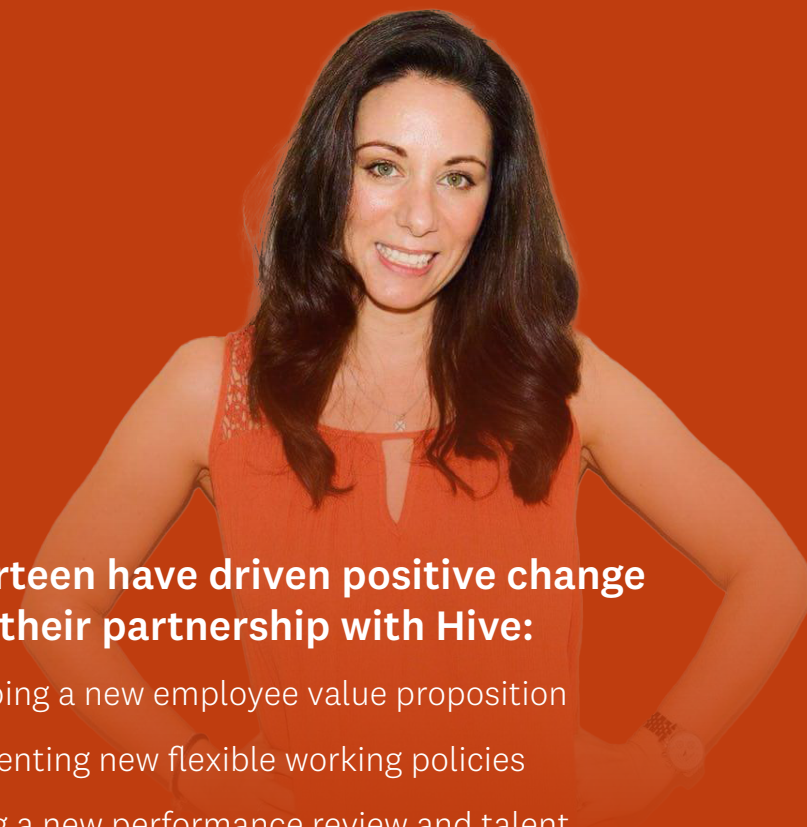
Housing association [Thirteen](#) manages 34,000 properties from North Yorkshire to Teesside. But they aren't just providing and building homes for their 70,000 customers; they're providing services from homelessness prevention to employment support.

And the key to providing this amazing service is to provide an equally amazing working experience for their 1,500 people, by creating great days at work for everyone with the power of employee voice.

“For us, it's all about putting customers and colleagues at the heart of everything that we do—covering everything from our employee life cycle to our employee value proposition and how that then impacts our bottom line with the customer. We monitor everything across our people and performance indicators so we can track the continuous improvements we're aiming to make. People spend a lot of time at work, so it's really important to us that everyone has a great day at work.”



Kelly Gaston, Senior Organisational Development Business Partner



How Thirteen have driven positive change through their partnership with Hive:

- ✓ Developing a new employee value proposition
- ✓ Implementing new flexible working policies
- ✓ Creating a new performance review and talent process
- ✓ Embedding values-based behaviours across the organisation
- ✓ Providing easier access to mental health support for everyone
- ✓ Better engaging leaders and managers with people data to drive change across every team

[Read the full customer story](#)



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Henry Boot

thirteen

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HOUSING
FEDERATION**



Riverside



**karbon
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elha.com
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Housing**

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