

Stribe

Employee Voice Surveys by Stribe G-Cloud 15

Service Definition Document



Helping teams be heard, wherever they work

Stribe is an award-winning cloud-based survey software designed for public sector organisations of varying sizes. Stribe's software is suitable for organisations with fewer than 250 employees through to workforces over 5,000 employees.



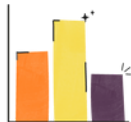
The Platform

Stribe's flexible employee survey platform helps public sector employers run employee voice surveys that reach everyone.



The People

Our people scientists work with your HR and People teams every step of the way to support your organisation and objectives.



The Benefits

Specialising in helping dispersed workforces, Stribe's end-to-end support and software enables you to create meaningful change.



“Stribe is a leading workforce engagement tool and can provide a medium that will work towards unifying the workforce around culture, behaviours, and performance management. It helps our staff feel more connected and engaged with their employer.”

Lee Fallows
Director of
Corporate
Resources

**Bolton
Council**

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Create change that matters

Stribe helps public sector organisations gather meaningful employee feedback and turn it into practical insight. Designed to be accessible for all employees, the platform supports participation across teams, locations, and working patterns, enabling organisations to understand what matters most to their people.

Stribe helps you:



Give everyone a voice,
wherever they work



Create meaningful
change



Create a workplace
where great people
thrive

**“Usability is really strong. Dare
I say, the surveys are actually
fun!”**



**People are really loving Stribe.
The CEO is completely hooked,
he’s on it every single day!”**

HR Business Partner,
The UK Space Agency



**Stribe’s software guides you to create surveys that produce
actionable insights to support action planning and change management**

82%

average employee
response rate

↓ 3.7%

decrease in
employee churn*

↓ 92%

reduction of stress-
related absences*

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*achieved by Wigan and Leigh College as a direct result of Stribe's introduction and rollout

A trusted and experienced partner

Stribe is used by public sector organisations to support employee feedback, engagement, and workplace insight.

Stribe was created for HR, People, Organisational Development, and Internal Communications teams, who use it to create surveys, manage reporting, and support ongoing action planning. Managers and leaders can use Stribe to access survey insights relevant to their teams.

Employees across the organisation use Stribe to participate in surveys, share feedback through employee voice features, and engage with recognition tools. Stribe supports participation from employees across roles, locations, and working patterns to ensure every voice is heard.

Stribe and their people science team are experienced in supporting a range of public sector organisations, including those with large, dispersed, and frontline workforces.



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Our features

The service includes full access to the Stribe platform, supporting flexible employee surveys, ongoing employee voice, peer recognition, and real-time reporting and analytics. Feature availability can be customised depending on the organisation's goals.

Stribe is accessed via web browsers and native iOS and Android applications. Surveys can be delivered through multiple channels, including email, mobile applications, QR codes, and secure links.

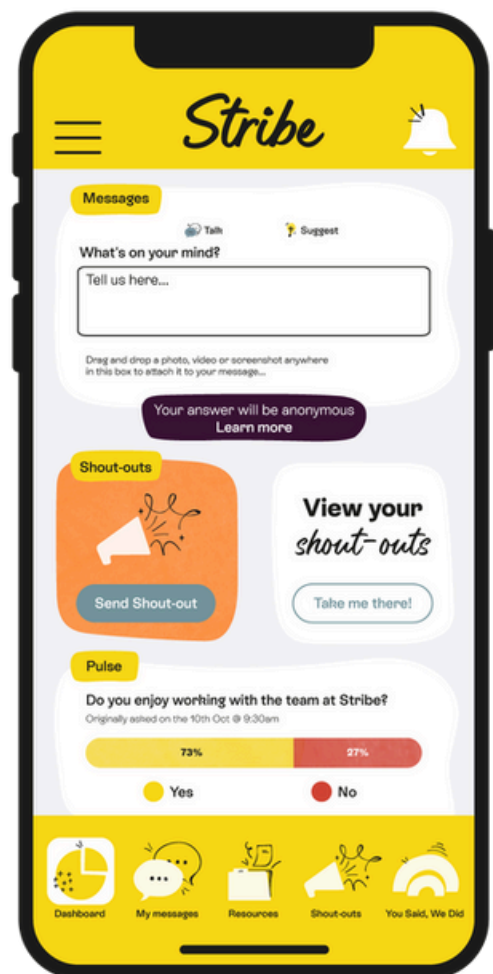
The following functionality is included as standard.

Employee Voice Surveys

- Flexible pulse, quarterly, annual, and ad hoc surveys
- Automated onboarding, offboarding, and time-based surveys
- Multiple response methods including web, mobile, email, QR and links

Survey Reports / Dashboards

- Real-time reports with organisation, team, and demographic reporting
- Built-in analysis including AI summaries, benchmarking, sentiment analysis, and custom KPIs



Employee Voice Messenger

- Always-on employee voice messenger for confidential feedback
- Survey linked messenger for tailored follow-ups
- Configurable message categories to support structured reporting

Peer to peer shout-outs

- Peer-to-peer recognition through Stribe shout-outs

Support and Integrations

- Integration with common collaboration, analytics, and HR systems
- API access to support custom integrations
- Slack and Teams notifications

Accessibility and reach

- Fully accessible, cloud-based software
- Employee homepage
- Support for dispersed, remote, and deskless workforces
- Native iOS and Android applications

Award-winning impact and innovation

We're proud that our innovation and experience has been recognised by leading organisations.

Programmes funded by



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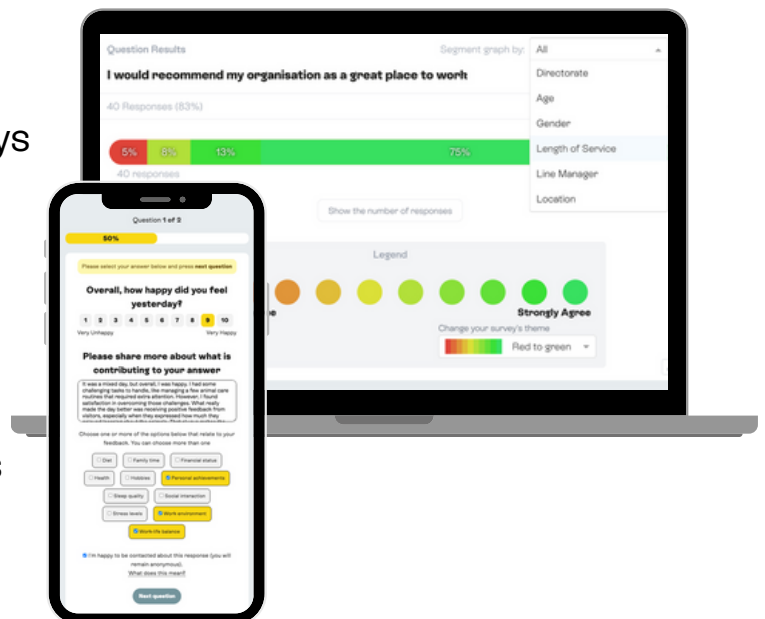
Employee Surveys

Your people know you best – and our survey software is built to get the best quality feedback from your people. Choose to craft your questions, use our AI survey builder, or select from our science-backed survey question banks – penned by our People Scientists.

With features like AI executive summaries, sentiment analysis, key phrase extraction and benchmarking, you can identify action areas and create change effectively without spending hours on analysis and spreadsheets.

Use the right survey at the right time with Stribe:

- Annual surveys
- Quarterly surveys
- Employee engagement surveys
- Pulse surveys
- Onboarding surveys
- Exit surveys
- Culture surveys
- Wellbeing surveys
- Change management surveys
- Custom surveys
- ...and more!

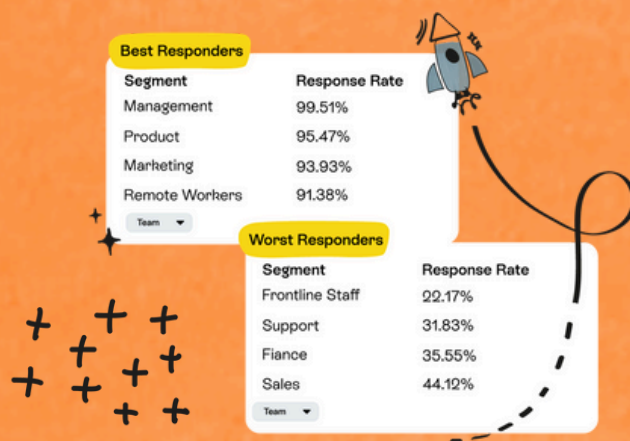


✦✦ “After using Stribe’s surveying tools to understand our employees’ wellbeing needs, stress-related absences have reduced from 13% to just 1%.”
Head of HR, Wigan and Leigh College

Building surveys with Stribe

Whether crafting tailored questions or selecting from our extensive library, Stribe offers flexibility and ease of use.

- Customise questions, build with AI or choose from our benchmarked library
- Utilise various answer types
- Target rule-based surveys for optimal responses
- Distribute surveys via email, links, Teams, apps and more
- Survey colleagues without email using Stribe's open surveys



Reaching everyone

We ensure you can reach all employees, wherever they work.

Stribe's employee engagement platform is the only survey software in the UK to use emails, survey links, QR codes, and iOS and Android apps to distribute surveys to your employees. This ensures you can reach and represent everyone with your employee surveys.



“Stribe really provides us with so much extra functionality that we didn't have before.”

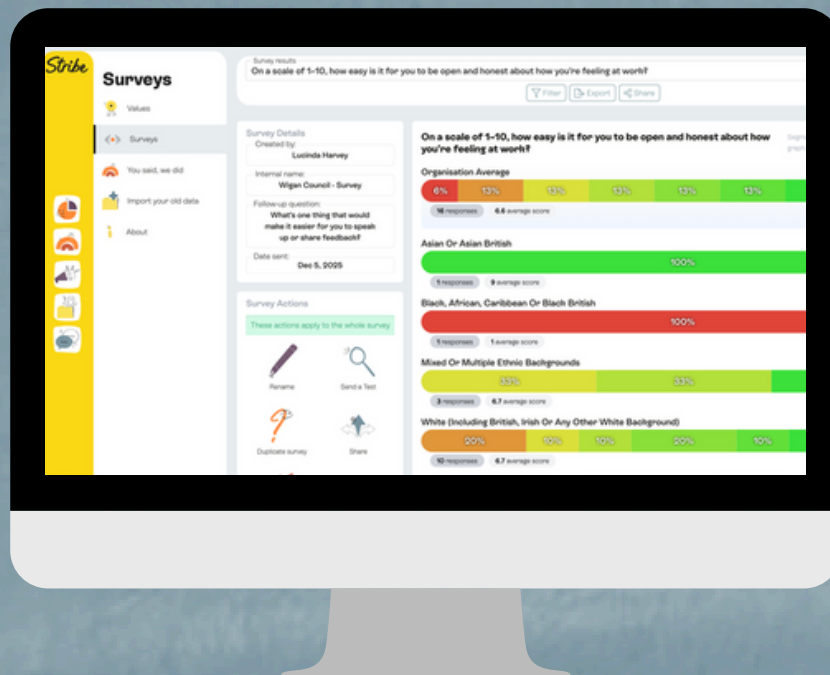
Communications and Engagement Manager, Bolton Council

Actionable insights

Our survey software arms you with actionable insights to help you make data-driven decisions, derived from your team's voice.

Identify themes and trends without spending hours on analysis with our powerful and simple-to-use insights:

- Survey core themes (customised to the organisation)
- Survey response rates
- AI executive summaries
- Sentiment analysis
- Custom engagement scores
- Average scores
- Word tile key themes
- Key phrase extraction
- Benchmarked analysis (internal and external)
- Trend analysis over time
- Data analysis per demographic (customised to the organisation)

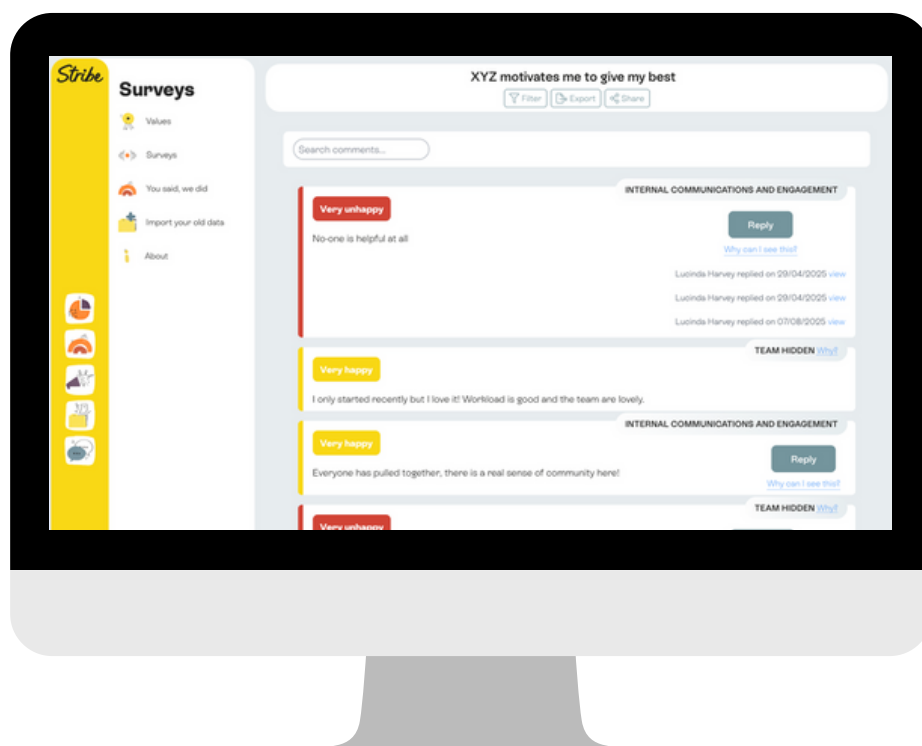


Continue the conversation

Reply to survey comments

Stribe's anonymous messenger connects with surveys to allow admins to follow up with employees' free-text comments.

Sometimes employees' survey comments mention something that admins need to understand better, with Stribe, admins can send a message to an employee from their survey response if the employee has given their permission.



Publish survey results (You said, we did).

Create a feedback loop with Stribe's Published Results feature. Notify employees of your post-survey action planning and feed back results by publishing surveys that have ended. Stribe prompts users to share their feedback and comments to enhance the feedback loop further.

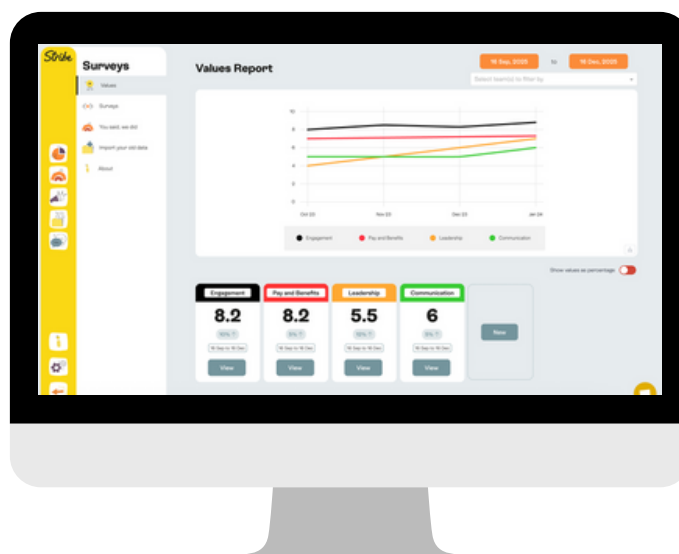
Reports and Dashboards

Stribe provides built-in real-time survey reporting and dashboard tools to support analysis of employee feedback without the need for external spreadsheets or manual data manipulation.

Reporting includes:

- Survey response and completion rates
- Average scores and custom KPIS
- Core theme KPIs aligned to organisational priorities
- AI executive summaries
- Benchmarking against internal and external datasets
- Sentiment analysis of free-text comments
- Word tile theme frequency
- Key phrase extraction from free-text comments to identify common themes
- Identification of trends across survey results
- Demographic comparisons and filtering e.g team, directorate, location

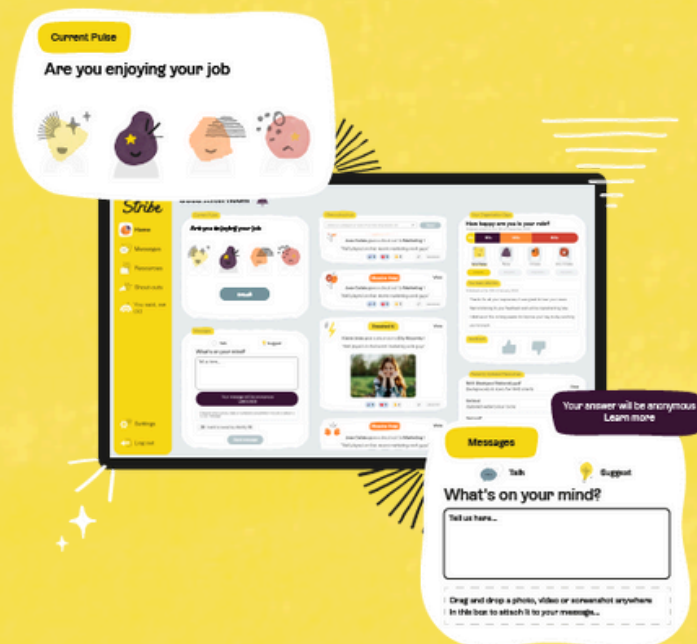
Reports and dashboards are designed to be easy to interpret, export into reports at the click of the button, and share across the organisation.



Employee voice messenger

74% of employees would be more inclined to speak-up and share feedback about their company and culture if the channel was made truly anonymous. Face-to-face conversations don't suit everyone. And that's ok!

Stribe helps your team build trust by having open and honest conversations while remaining fully anonymous. Our messenger feature is a safe place where employees can send across their authentic thoughts, feelings, and feedback at any time – making sure everyone is heard.



“We wanted to empower staff to have a regular but anonymous voice on key questions that affect day-to-day working life and our culture. Stribe is the perfect fit.”

Director of HR, Washwood Heath Multi-Academy Trust



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Peer-to-peer shout-outs

69% of employees would work harder if they felt their efforts were better appreciated.

Employee recognition is the easiest way to elevate employee engagement. And when it comes from peers, it strengthens team relationships too. Stribe's Shout-outs make it simple for you and your colleagues to give those little messages of recognition that mean so much. Accessible on mobile and desktop, it's as easy as selecting who you want to celebrate, telling them why, and hitting send!



✦✦ “Stribe’s Shout-outs feature is brilliant for staff morale, helping them see their names in lights is great for recognition and motivation.”

Managing Director, Arighi Bianchi

Support and Integrations

Customer Success

All Stribe customers receive a dedicated Customer Success Specialist who will work to support you through onboarding, implementation, launch, and post-launch reviews. The CSS can be contacted via the in-platform chat, email, or telephone, Monday - Friday between 8 am and 6.30 pm GMT. Stribe customers also receive:

- Unlimited online training
- Support and advice during onboarding and beyond
- Personalised launch plan
- Communication templates
- Help Centre
- Resource Library
- Exclusive customer webinars

✦ “Stribe’s People Science team support end-to-end survey support from design, development and delivery to ensure high response rates and quality insights they can be confident will create change that matters.” Louise Brown, Vice Principal, Wigan and Leigh College

Strategic Guidance

Stribe’s team works in partnership with managers, HR and senior leaders to ensure Stribe is embedded seamlessly. Maximise your impact with guidance and coaching from Stribe’s people scientists through:

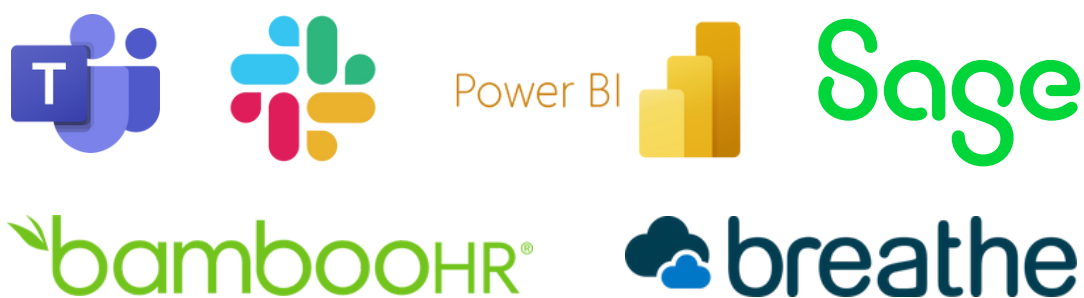
- Planning sessions
- Survey design advice
- Survey analysis guidance
- Survey benchmarking
- Action-planning support

Integrations

Stribe supports integration with commonly used communication, analytics, and HR systems, including:

- Microsoft Teams
- Slack
- Power BI
- HRIS systems such SageHR, AccessHR, BreatheHR, BambooHR

API access is provided to support custom integrations with other systems.



Accessibility

Stribe is designed with accessibility in mind and supports use by employees with different roles, working patterns, and access needs. The service is accessible via web browsers and native iOS and Android applications, and supports multiple participation methods including email, mobile apps, QR codes, and secure links.

The platform is designed to align with recognised accessibility best practice, including support for assistive technologies, keyboard navigation, and clear visual presentation. This helps ensure participation from dispersed, remote, and deskless workforces.

Configuration and customisation

Stribe supports configuration at both platform and feature level. Configuration is managed by authorised administrators using in-platform settings.

Administrators can assign and restrict permissions by feature to control access and responsibility.

Configurable elements include:

- Organisation branding, including logos and colour settings
- Management of available platform features
- Survey templates, questions, benchmarks, and scheduling
- Survey introductions and published results messaging
- Dashboard views and core reporting themes
- Employee voice message categories
- Recognition values
- Administrator roles and permissions

Customer Success support can assist with initial configuration if required, but ongoing configuration does not require supplier involvement.

Case-study: How Wigan and Leigh College improve engagement with pulse surveys

Wigan & Leigh College has a long-standing history of providing quality education and training. The College operates from six sites across the borough and currently employs over 550 staff. [Read the full case-study here.](#)



- ✓ Staff turnover has reduced to 15% (vs. a national average of 27%)
- ✓ Student satisfaction is at an all-time high of 86% (vs. a 76% national average)
- ✓ Stress-related absences have reduced from 13% to just 1%
- ✓ 86% of staff report the college takes positive action on a range of wellbeing topics
- ✓ Retained 95% of new starters (permanent contracts) within the last 12 months (2021)
- ✓ Of all vacancies advertised in the last 6 months, 74% have been recruited for the first time (2021)

"Stribe is definitely impactful on an individual basis and an organisational one." ✨

Jo Bohan, Head of HR, Wigan and Leigh College

Case-study: How Bolton Council creates a workplace where everyone feels heard

Bolton Council employs around 4,000 people across their diverse and dispersed workforce. [Read the full case-study here](#)



- ✓ Launched to 6,400 Bolton Council employees
- ✓ Doubled engagement across all employees, including dispersed and offline teams
- ✓ Co-created surveys focused on: employee engagement, mental health and financial wellbeing
- ✓ Insights inform policies and strategies for financial wellbeing, menopause and employee engagement.

“How would you do this without a channel like Stribe? How do you easily connect with people? How do you easily send those surveys out?”



I don't see a way that you could. There might be a time consuming way, but this is all rolled into one platform, a couple of clicks and off you go. You'll not regret it.”

Duncan Keary, Communications and Engagement Manager



Social Value

Stribe supports the social value objective of breaking down barriers to opportunity by investing in early intervention approaches that help children and young people speak up about bullying, safeguarding, and wellbeing concerns.

As part of this commitment, Stribe has developed tootoot, an early-intervention anti-bullying and wellbeing reporting app for children and young people. tootoot enables pupils to report concerns directly to their place of learning in a confidential and accessible way, helping remove barriers that prevent many children from seeking help.

A key barrier to educational attainment and long-term opportunity is the inability for children and young people to raise concerns safely. When bullying and wellbeing issues go unreported or unsupported, this can lead to school absence, disengagement from learning, poorer mental health, and reduced access to further education, training, and future employment opportunities.

tootoot has been supported through programmes funded by the Department for Education and independently evaluated. Findings from this evaluation showed that use of the platform:

- increased staff confidence in responding to bullying concerns by 65%
- increased pupils' feelings of safety by 17%
- reduced bullying and cyberbullying incidents by 50%

To widen access to early intervention support, Stribe reinvests 20% of the licence value from each customer to provide fully funded tootoot licences to education settings across the UK. This reinvestment model helps remove financial barriers for schools and colleges, ensuring access to support regardless of background or circumstance.

By enabling children and young people to speak up earlier, receive timely support, and remain engaged in education, this approach helps reduce the long-term barriers that bullying creates, supporting improved educational outcomes, stronger wellbeing, and better life chances over time.

Thank you!



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