

Questions you may have

We help you achieve your people strategy goals through actionable insight and a true understanding of how your people feel. Here are some of the questions you may have about how we do that. Read the full list below, or contact us to discuss more.

What is AURA?

AURA is our people-insight platform. It brings your survey metrics and open-text responses together in one view, connected to your strategic priorities, so you can see not just what people said but what it means and where to act. Accessible on mobile devices, laptops and office based platforms ensuring ease of participation for all employees. You can use it as a self-serve licence, alongside Treehouse's support, or a mix of both.

If we use AURA ourselves, do we still get support from Treehouse?

Yes, if you want it. A self-serve licence doesn't mean you're on your own: we're available to advise on survey design, interpretation or action planning as and when you need it, priced separately to the platform itself. Many clients start self-serve and bring us in for specific moments, such as a first survey design or a particularly sensitive result.

Can Treehouse help design the survey?

Yes. We can collaborate to build the survey around your strategic priorities using our Triple Lock approach: metrics, employee voice and your objectives are planned together from the outset, so each question earns its place by linking to a decision you can act on. We agree the framework with you in a design workshop, using a modular structure that keeps a stable core for year-on-year tracking while flexing to your current priorities.

Can we set up our own questions in AURA?

Yes. With an AURA licence, you can build, edit and launch your own questions directly in the platform, including follow-up questions between survey cycles, without needing to come back to us for every change. We're on hand to advise where it's useful, so new questions stay linked to your existing metrics and strategic priorities rather than sitting apart from them.

Can you benchmark our results against other organisations?

Yes, where it adds genuine value. Your own results and year-on-year trend are the primary lens, since that reflects the decisions you're actually making. Where a robust, comparable external benchmark exists, we can bring it in as a directional comparator alongside that trend, agreed with you rather than applied by default.

Can Treehouse send out the survey?

Yes, if you'd prefer that to running it yourself in AURA. Where you'd rather we handled it end to end, we can. Our goal is to ensure a seamless experience that suits your needs, keeping the administrative burden at your end to a minimum.

How do frontline or non-desk employees take part?

We work with you to make sure every employee has a genuine way to take part, whichever channel suits them: email, mobile, QR codes at physical sites, or individually addressed paper packs with a pre-paid return, so no manager or colleague ever handles another employee's response. We shape these choices around your workforce, not a fixed template, to make participation as inclusive as possible.

What are the length and frequency of the surveys?

Length and frequency are tailored to your needs, and we refine both as we learn more from your people's responses. Because we connect the metrics with what your people actually say we can ask less while learning more - a core survey could be as little as 20 questions and 10 minutes to complete. Importantly, frequency should be set around your own review/activation cycle, with a stable core for year-on-year tracking alongside modules that flex to your current priorities.

How are survey completion rates tracked?

AURA tracks response rates in real time throughout the survey, including a heatmap by directorate and team, so you can see exactly where participation is lagging, whether you're running the survey yourself or we're delivering it for you. Rather than a single reminder to everyone, this makes it easy to trigger targeted nudges toward the areas that need them.

How quickly can we access insights?

Results start coming through in AURA as soon as responses arrive, so you can see initial trends live. Our first interpreted output, including the qualitative insight, is typically ready within a week of the survey closing, or within a week of you sharing existing survey data with us.

How are results shared, and does insight delivery include action planning?

Yes. Results are shared through AURA, configured to how you and your stakeholders want to consume them, from board-level summaries to team-level drill-down. In an initial sprint, we agree with you how each audience needs to see and use results, then set reporting up to match, rather than applying a single generic dashboard. We believe in giving you relevant, concise insight, not reams of data to search through, so action planning starts from a clear view of what matters and what to do next.

How is anonymity ensured?

Responses are reported in aggregate, with anonymity thresholds built into AURA so no result is shown for a group small enough to risk identifying an individual. Access is role-based, so what any one person can see, whether that's you, your stakeholders, or us, is controlled and limited to what's appropriate for their role.

Who owns the data?

You do. You retain full ownership of all data submitted, and we act as data processor, confirmed through the Data Processing Agreement we provide as standard on every engagement. Data is processed strictly for the purpose of delivering the survey service, and handled anonymised or aggregated wherever possible.

How is data security and privacy ensured?

We are registered with the ICO (registration ZB407000) and handle personal information in line with UK GDPR and the Data Protection Act 2018. All data is hosted and processed in the UK, with role-based access control and encrypted credentials. We work with anonymised or aggregated data wherever possible, and provide a Data Processing Agreement as standard on every engagement. See our privacy policy for more.