

## THE CHALLENGE

*"A previously administered survey had only done part of the job..."*

A national yearbook, jewelry, and school products company was faced with the task of determining the engagement and satisfaction levels of 4,000 full-time and seasonal employees. Feedback needed to be administered, tabulated, analyzed, and presented to senior management within an eight-week time frame in order to implement change during the client's high season. A previously administered survey had only done part of the job, and required strategic overhaul.

## THE SOLUTION

*"E.G. Insight redesigned the existing employee survey...to make it more useable, actionable, and relevant."*

E.G. Insight redesigned the existing employee survey with the client HR team to make it more useable, actionable, and relevant. Open-ended questions were included to allow employees to expand on their answers and suggest their improvements and customer service ideas. The survey was offered in both online and paper-pencil form to best serve on-site and remote employees across 11 locations in North America.

The survey was piloted with 60 employees. Questions were tested for clarity and validity, and the survey instrument was finalized.

The employee survey was administered within a two-week window. Results were tabulated, reported and analyzed, with a summary of findings presented to senior management. The analysis included: highest/lowest agreement items, key themes of open-ended questions, improving overall satisfaction, benchmarking, and results by demographic.

## THE RESULTS

*"The project plan, timetable, and executive summary met or exceeded our expectations."*

Survey results were provided at the overall company level as well as by business unit and location. After the presentation to senior management, report results were distributed to the managers. Managers were then charged with sharing the results with employees and forming task forces to work on the issues requiring the most improvement. *"Due to the quick turnaround of the final results, we were able to take immediate actions,"* stated the client.

Employees reported seeing improvements in their departments and the company, in key areas such as communication, from year one to year two. In summary, the client contact said, *"You understand our challenges—the complexities of our business and employee types. I value your input and expertise. The project plan, timetable, and executive summary met or exceeded our expectations."*

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