

case study de Poel – employee survey

Challenge – Independent cost reduction consultancy de Poel wanted to run an employee survey with external help and needed a cost effective solution which built on previous surveys and could be turned around quickly. They particularly wanted to run the survey on-line – something they had not done before – as all their workforce had access to the internet.

Approach – **agenda** consultants were asked by newly appointed HR Manager Jill Harrison to develop the web-based survey using questions asked in previous years to measure differences in employee perceptions, and new questions to measure attitudes to recent changes including the introduction of a new product.

agenda developed a new survey questionnaire and tested it with a cross section of employees to ensure that the language was appropriate, questions were clear and unambiguous – and that issues employees wanted to raise were being covered.

The survey was branded ‘SHOUT’ (Share Honest Opinions Using Talkback) and this was reflected in posters and emails issued to promote the exercise. Employees were asked to contact **agenda** if they had any problems or concerns in completing the on-line questionnaire – no calls were received.

Outcome – Preparation for re-evaluation of the company’s Investor’s in People status was imminent and the survey was used to help measure some of the key target areas in IiP.

Said Jill Harrison: ‘**agenda** were meticulous in the formation of our survey questions, ensuring the extracted information would be useful. Their attention to detail has provided us with an in depth insight into our employees perception of our company, giving us a strong foundation upon which to build. **agenda** certainly exceeded our expectations.’

