



Case Study – Marketing & Communications Organisation

Situation

Our client is a privately owned, SME marketing and communications business that has seen rapid growth over the previous twelve months. Part of the expansion was as a result of retaining high-calibre and motivated employees. The organisation's own clients highly valued the personal relationships that have developed over time. It was therefore seen as essential that, as the employee base grew, the business was able to continue to motivate and retain key personnel.

Requirement

The management team are able to objectively assess the level of employee engagement on a regular basis and where necessary, take appropriate actions that ensure engagement remains high and enhances their position as an employer of choice within their market.

Approach

Once the management team's needs and expectations were understood, a straightforward web-based Net Engagement Score assessment was designed. Rollout communication to the employee-base was undertaken and shortly afterwards, the first employee engagement assessment went live.

Support was initially provided in analysing the feedback with further guidance in implementing two key employee engagement areas. This provided future self-sustainability for the client when undertaking employee engagement assessments and analysis themselves.

Outcomes:

- Actual employee engagement levels were approx. 20 points higher than assumed
- Two areas were identified for increasing engagement & actions implemented

Support provided

- Engagement assessment – design & roll-out
- Communication messaging
- Data analysis