

Company	Focus
Large Retailer	Employee Engagement Strategy

Driving business performance through employee engagement

Business aims

- Improve employee engagement scores
- Improve the customer experience through increased employee satisfaction
- Achieve the highest response rate so far



Key steps

- Self completion postal survey to over 70,000 employees with a further 5,000 online (85% response rate achieved)
- Board level and 15 Business presentations delivered 4 weeks after survey close
- 5,000 data reports generated down to store level
- Statistical modelling

Business outcome...

- identified key drivers of employee engagement (through regression analysis)
- investigated the link between customer satisfaction, absenteeism, turnover, and employee satisfaction
- developed a number of indices including brand and line management
- identified areas requiring immediate attention that would lead to improved employee engagement and enhance organisational performance
- developed targets for business areas for next 12 months and over the next 3 years