

## Improving the performance of the Market Insight Team

### The research challenge

With the technology market moving rapidly towards convergence and becoming increasingly complex, the Insight Team was tasked with putting forward suggested changes to make a greater impact on the business. The department also had to deal with a wider range of requests from internal stakeholders. As such, the Head of Insight wanted a greater understanding of internal stakeholder expectations and to identify areas where an improved performance would yield most benefit. The key objectives were to prioritise key action areas to help add further value to the performance and improve the overall effectiveness of the department.

### Why GfK?

- Expertise in the area of undertaking internal customer satisfaction surveys with employees and delivering insight
- Our commitment to providing insight to the survey findings and not just delivering the results
- Ability to deliver the results within the tight timeframe required

### What we did

GfK carried out a full in-depth audit of the role and performance of the Insight Team, speaking to both the team itself as well as



internal stakeholders (covering all seniority levels). We included scenario-based methods to understand the 'way things really get done' within the organisation. Work-flows, processes, roles and capabilities were all assessed.

### Benefits

We identified several ways in which the Insight Team could increase efficiency through improved working practices, processes and communication. The team also needed to step 'up a level' and we ran a series of workshops and training sessions to show how the team could deliver more meaningful insights. In addition, there was clearly a need to manage internal stakeholder expectations more effectively and we worked with individual teams to demonstrate how this could be achieved.

### Overview of GfK Employee Research

GfK Business has a specialist employee research team providing both qualitative and quantitative research to public and private sector organisations. We are currently working in partnership with a number of organisations, running their annual employee surveys as well as more specialist surveys, assessing support teams and how effectively they function. We combine our first class research experience with our knowledge and expertise of employee related issues to support you and ensure that your survey is a success from implantation through to action planning.

For further information, please contact:

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