

CASE STUDY - EMPLOYEE ENGAGEMENT SCAN: PERFORMANCE WITHIN COMPETITIVE FIELD

BUSINESS CHALLENGE

Understanding the performance on employee engagement and customer centricity by benchmarking the results of the company to other comparable companies.

RESULTS

With the employee engagement scan it is possible to not only measure your employee engagement, but the company is also assessed against main competitors. The results showed that the client was outperforming all competitors on employee engagement, but it also showed that the gap between the client and the biggest competitor was smaller than expected.

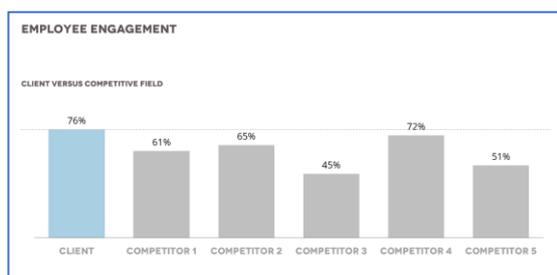


Figure 1: Employee engagement (client vs competitor)

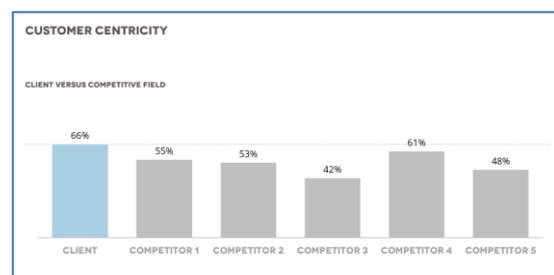


Figure 2: Customer centricity (client vs competitor)

KEY TAKE OUT

Although the results were very positive, the client still decided to optimize procedures within the company to ensure the customer is always placed front and center, and to stay ahead of competition.