



Business Impact

Overall, survey engagement increased **26%** from the previous year, including:

49% increase in the industrial workforce

13% increase in the clerical workforce

CASE STUDY

Communication and Accessibility as Key Drivers of Participation in Qualtrics Surveys

Situation

After seeing a big decline in employee engagement over several years, a large global chemical distributor decided to partner with GP Strategies to enhance and migrate their Employee Engagement Survey to Qualtrics. The goal was to design a more engaging experience for our client's employees and, in turn, improve survey results. Not only was the lift-and-shift migration of the experience management system successful, but the participation rate among the workforce was greatly improved.

- Increase engagement with **optimized survey design, distribution, and user experience.**

The Challenge

With a 9,000 strong workforce, our client was looking for an innovative and user-friendly software to simplify the design, distribution, and reporting processes of their employee experience management programs. With almost a third of the industrial workforce spread across dozens of global locations, together with the workplace disruption caused by the COVID-19 pandemic, the success was dependent upon a strong and effective communication plan and a multi-platform approach.

GP Strategies Solution

Along with the client's Global Engagement and Diversity leadership, GP Strategies deployed an engaging solution that included:

- Intuitive employee experience: simplified layout and direct questions
- Omni-channel communication strategy: compelling emails, enterprise social network posts, warehouse notice boards, and managers' and local HR's support
- Multiple access methods: personal invites, QR codes, and an easy-to-remember URL
- Mobile support via responsive website: no downloads needed
- Translations for 19 languages: preferred language automatically assigned to employees based on their location

Business Impact

With a much higher participation rate, the client now has a clearer and more precise landscape of their current strengths and development opportunities. Action plans and idea boards provide leaders with the tools they need for decentralized ideation with their teams, while dashboards allow program owners to review, prioritize, and act on the best ideas.

- • • Discover how Qualtrics and GP Strategies can help you increase your participation rate and improve your employee engagement. Learn more at www.gpstrategies.com.

About GP Strategies

GP Strategies is a leading workforce transformation partner—one of the few truly dedicated global providers in the marketplace providing custom solutions. We believe our transformation focus, when paired with deep listening, a customer-centric approach, and innovative expertise, enables our clients to routinely achieve superior business and operational results from our evidence-driven and technology agnostic recommendations.

Whether your business success requires a change in employee performance and mindsets, learning technologies, or critical processes, GP Strategies is the transformation partner you can trust.



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