

Linking employee satisfaction to company performance

Employee Satisfaction
- EMPLOY ©

MetrixLab's Employee Satisfaction (EMPLOY) methodology has been designed to help you gain insights into your staff to assess the full employee experience. Your employees are your company's most valuable

asset. For a company to be successful you need happy, contented staff that live your brand and communicate it effectively to your customers. EMPLOY is a fully customisable technique that empowers you to improve employee satisfaction and experience and thereby your company's performance.



This unique approach not only gives you a view of your employees' opinions and attitudes by business unit, but also benchmarks your organisation against your peer group and competitors. It offers interactive surveys, online reporting of the results accessible to all and practical programmes developed by your employees to help achieve improvements where they are needed. EMPLOY can be run at regular intervals to monitor your performance – and, because the service is delivered online, it can be used across location and country, and is quick and reliable.

Understand employee satisfaction levels, and act on them

- The MetrixLab EMPLOY technique is based on organisational research approaches and psychological theories to truly engage your staff and deliver meaningful results
- The technique has been developed with Professor D L van Knippenberg, one of the leading business professors of organisational behaviour
- We use the online environment to its maximum capability, creating interesting, fun and relevant questionnaires. Our employee satisfaction surveys are comparatively short in length, fully interactive and enjoy higher than average response rates
- The approach gets to the heart of critical issues for employees and management by engaging them in the process, building support for change and collaborating together on improvement opportunities



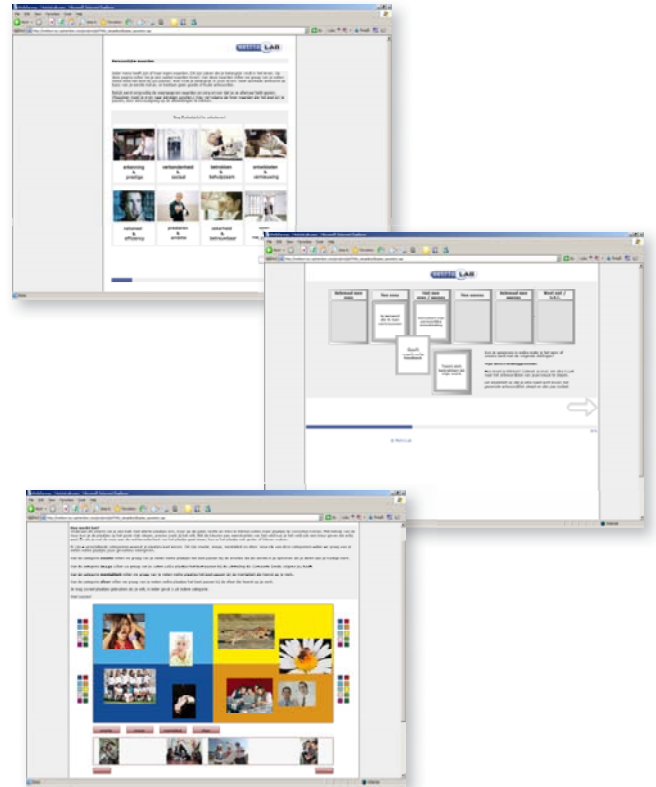
- EMPLOY has been designed with the company in mind. Surveys can be linked to your company's financial objectives and are created to deliver meaningful results that can be put into practice to make improvements

Each project is tailor-made to your organisation's needs. We use EMPLOY and any available historic

- data as a basis for developing a survey that matches the needs of your organisation

- During the survey your team will have access to the online tracking system to measure response rates

During the research your team will have access to the online tracking system to measure response rates. At the end of the project your experienced MetrixLab research team will present the findings back to you in a workshop, discussing the key findings and their implications for your business and providing you with detailed advice to help you put improvement programmes into practice. We'll use EMPLOY to measure the impact of these programmes.



Innovative online research methods and -techniques

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Many employee satisfaction surveys lose their appeal to both employees and management. Often they become boring for the respondents and bear no relation to the company's financial objectives. In particular, many of these surveys lack final output that can be put into practice. EMPLOY has been designed with the company objectives in mind, and uses a range of research approaches to ensure the programme remains engaging for your staff.

We **benchmark** your employee satisfaction levels by the sector they work in and by business unit and individual teams within your organisation. This approach provides comparable measures across a range of variables relevant to your business, as well as giving you an idea of the 'best in class' approaches that can be a guide to improvements your company could make.

We use interactive techniques with your staff to understand their feelings and attitudes. In one, employees create their own mood boards with images that explain how they feel about their work. They are then asked to explain what they wanted to express. By combining both qualitative and quantitative techniques we are able to gain more

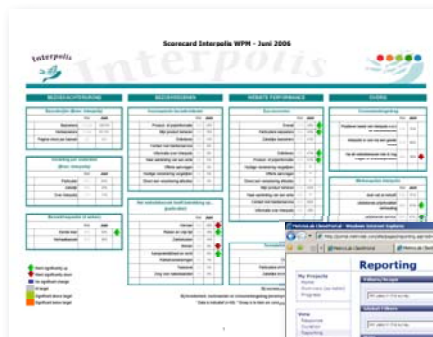


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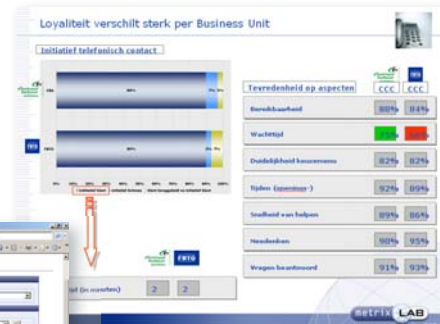
creative insight into opinions and attitudes.

We believe that one of the most important elements of an employee survey is to be able to **share the results** with the staff. Being open with the results gives the programme credibility and support for its continuation. We provide you with two dashboards, one for employees and one for the management team, both of which can be accessed online. This ensures employees are confident in the results and in the company's commitment to making improvements. For management, we can provide comparisons to productivity and company financial objectives within your existing reporting programmes as required.

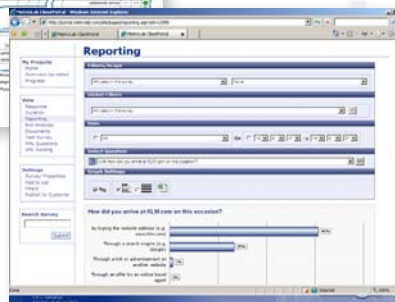
EMPLOY has a unique way to generate **Improvement Programmes**. We use projective techniques to challenge all employees to suggest and develop practical improvement plans. Using a very short follow-up survey, these plans are selected, improved and ranked by a cross-section of your employees. At the end of the research you can then choose from ten well-supported Improvement Programmes. This process ensures commitment from staff and management alike, and is managed throughout with your dedicated MetrixLab team. The continuous nature of the programme allows us to monitor improvements and suggest further action to be taken.



Synoptic Scorecards



Complete Analyses and Reporting by
MetrixLab Consultants



Functional Online Reporting Portal

About MetrixLab's Satisfaction and Loyalty Research

We have developed our own unique research techniques to help our clients understand customer satisfaction and loyalty. They are **CLASS** for customer satisfaction and **EMPLOY** for employee satisfaction. We have developed state-of-the-art processes, models and stimuli to make the online research environment work effectively for our clients. The results are practicable, allowing you to get most benefit from the research for your business.



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About MetrixLab – An innovator in online research

MetrixLab is a global online research company, specializing in the areas of new product development, brand communication, e-business performance and stakeholder management. Over the past seven years MetrixLab has grown to be one of Europe’s leading online research companies. With offices in Rotterdam, London, Munich, Hamburg and Madrid, MetrixLab conducts online research in 44 countries worldwide and works with 52 of the top 100 global brands such as Microsoft, Philips, Unilever, Siemens, PepsiCo, KLM, Canon and TNT. We are the major supplier of online and cross media campaign tracking, advertising pre-testing, online product concept and pack testing, global consumer communities, website user testing and client and employee satisfaction research.

Our strategic goal is to be recognised as the online research thought leader in delivering high-quality information and profound consumer insights that help our clients improve marketing ROI. Our experienced team continually tests the boundaries of consumer research innovation, combining cutting-edge online technology with scientifically proven qualitative and quantitative research methodologies. For more information about MetrixLab please contact:

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