

Employee survey case study

Language no barrier for Energizer Wilkinson Sword

About the project

The European Category Development and Visibility team were conducting a project in order to:

- Establish the level and depth of category knowledge within customer facing functions
- Assess how effectively category knowledge is shared across the organisation
- Measure the extent to which display solutions meet in store needs
- Establish the relevance of Central Category Development/Visibility at key account level.

How Employee Insight has helped

We were commissioned to undertake an employee survey as part of this project to measure employee attitudes and perceptions related to:

- Product knowledge
- Visibility knowledge and tools
- European Category Management.

This was a European survey, with respondents spread though France, Portugal, Spain, Germany, the Nordic countries and the UK.

We worked with the client to develop the question set, and then translated this into 5 separate languages. The translations we provided covered the survey itself, plus all e-mail invitation and reminder texts. The client then approved the translations for uploading to our survey site.

With the survey running we provided a full respondent management service, which also included live response to e-mail queries in each of the 5 languages.

Once the survey closed, we consolidated the data from all languages and provided an overall analysis and splits by country and function.

The results

With a 70% response rate across the European participant countries it is clear that language proved no barrier to the success of this project. The Category Development and Visibility team were able to take action with confidence that they were targeting the right areas and in the right way.

