



How to conduct employee research effectively

Ipsos has been in the Employee Relationship Management (ERM) business since 1999 and has developed an exclusive approach to employee research.

1. Rigorous framework definition

- Research accuracy depends on the framework definition phase
- The objective is to define metrics that really matter and to ensure top management 'buy in'
- Scorecard and questionnaire (or discussion guide for focus groups and interviews) need to reflect both strategic objectives and corporate culture

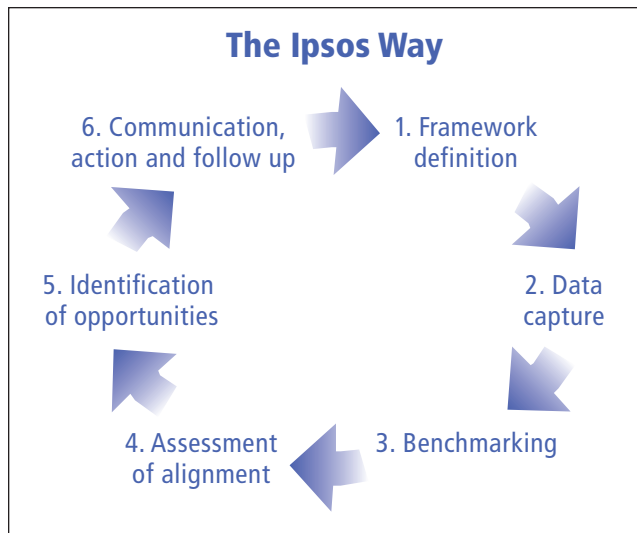
2. Perfection in data collection

- We are research experts and we execute survey logistics on a daily basis
- Our proficiency with research methodologies differentiate us from other HR consulting firms

Ipsos conducts millions of interviews each year



The Ipsos Way



3. Balanced benchmarking

Benchmarking is a necessary step, but should not be considered the sole, ultimate goal

- Ipsos provides norms to understand the relative value of results
- The analysis is always focused on the key dimensions defined in the research framework

4. Precise assessment of alignment

- Organizations which perform best combine strategic and cultural alignment
- Our exclusive approach assesses both components

5. Identification of opportunities

- Clients' objectives and constraints, as well as the "organizational moment," have to be integrated into the results analysis to identify actual opportunities to improve performance





- Research deliverables are customized to offer the best visualization of key trends and key populations
- Quantitative programs usually include a scorecard to measure progress over time
- Ipsos selects analytics in adequacy to the research framework

6. Effective communication, action and follow up

- Ipsos is strongly engaged in this process by presenting results to stakeholders and by training managers
- Alignment is required in the use of survey results for a maximized ROI
 - Results assimilation and communication are crucial steps
 - Post-survey activities involve both HR managers and line managers
 - Action plans are generated at both corporate and unit levels

Let us demonstrate how our approach can help you build and manage a profitable employee relationship.

For more information, please contact:

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About Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey based market research group. To learn more, visit www.ipsosloyalty.com.

Our Representative Employee Data (RED) norm system depends exclusively on a series of specific surveys, carried out regularly by Ipsos, in order to provide up-to-date and relevant references.

RED allows us to position survey findings into their economic and cultural context to derive optimum value.

A competitive environment module is included in all our qualitative projects.

Is your strategy fully understood?

Are all your key people plugged in?

Do all staff have a sense of their contribution to the organization?

Are daily practices consistent with your corporate values?

Is the work experience of your recruits in line with their expectations?

