

# Quantitative Research

## Continuous monitoring of employee satisfaction

### Project Outline

A project-based engineering company wished to monitor levels of staff satisfaction during a major engineering project. Because the project involved multiple stages over three years with progressive changes in team members, the company wished to detect any HR problems as soon as they occurred. In this way it could take corrective action immediately to ensure that the project proceeded smoothly.

### Research strategy

The company engaged an HR consultant to work collaboratively with ASR to design and run the survey process. Using the filtering capabilities of Survey Manager, a pool of 1,500 employees was created in order to generate unique login and password codes.

The company was sent a full list of the login codes, and they sent out an invitational email to selected employees each fortnight. This way the company monitored employee selection whilst guaranteeing anonymity of the responses. The survey has been running for three years and has been applied to all new engineering projects as they are initiated.

### Outcomes

Using the Survey Manager web administrator, the HR consultant was able to extract survey data on a regular basis, and perform his own statistical analyses. The resultant tables and graphs were then sent back to ASR quarterly. ASR designed and constructed a custom reporting tool to automate the production of reports as Word documents consisting of text, tables and sophisticated graphs. These reports were sent to divisional heads and corporate HR as feedback from the survey.

A feature of the reports was the trend analysis of key HR issues including opinions on financial and non-financial rewards, the work environment and company culture. Managers were able to pinpoint problem areas, take corrective action and then see the results of these actions in the next quarter.

This method of continuous monitoring provided a more accurate measure of employee satisfaction during the life cycle of a project, rather than an annual one-off survey that was not aligned with the project.

“Continual monitoring enables rapid organisational response”