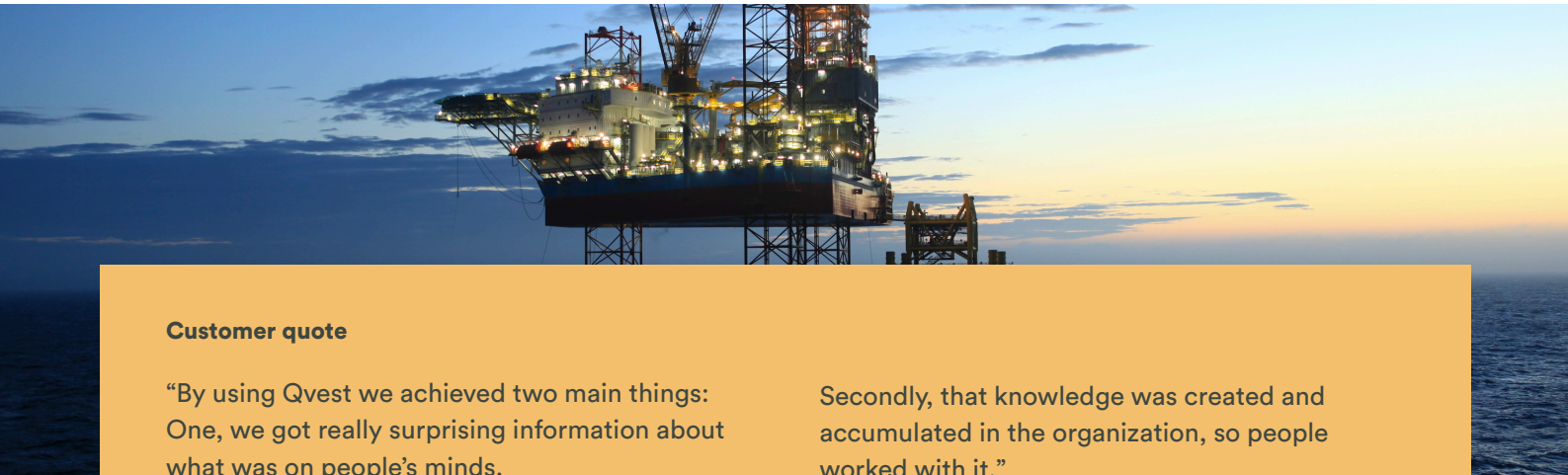


Problem solve

Improving employee loyalty



Customer quote

“By using Qvest we achieved two main things: One, we got really surprising information about what was on people’s minds.

Secondly, that knowledge was created and accumulated in the organization, so people worked with it.”

Participants

2783

Number of parallel Qvests: 27

Groups

12

Onshore

- 6 Departments
- 1 Senior management team

Offshore

- 4 Departments
- 1 Related onshore

Topic

Things that would make our company a better place to work

Purpose

We did our quarterly employee engagement survey in Q4 2018, which indicated that our employees were not as loyal to the company as we thought. Hence we wanted to investigate the reason for this and define initiatives to increase the loyalty. We wanted to do this by turning the tables and let employees ask the questions instead of answering predefined questions.

Workload

Qvest admin:

- **Preparation:** 10 workdays
- **Support:** 1 day
- **Explore data:** 10 days

Output

Qualitative data

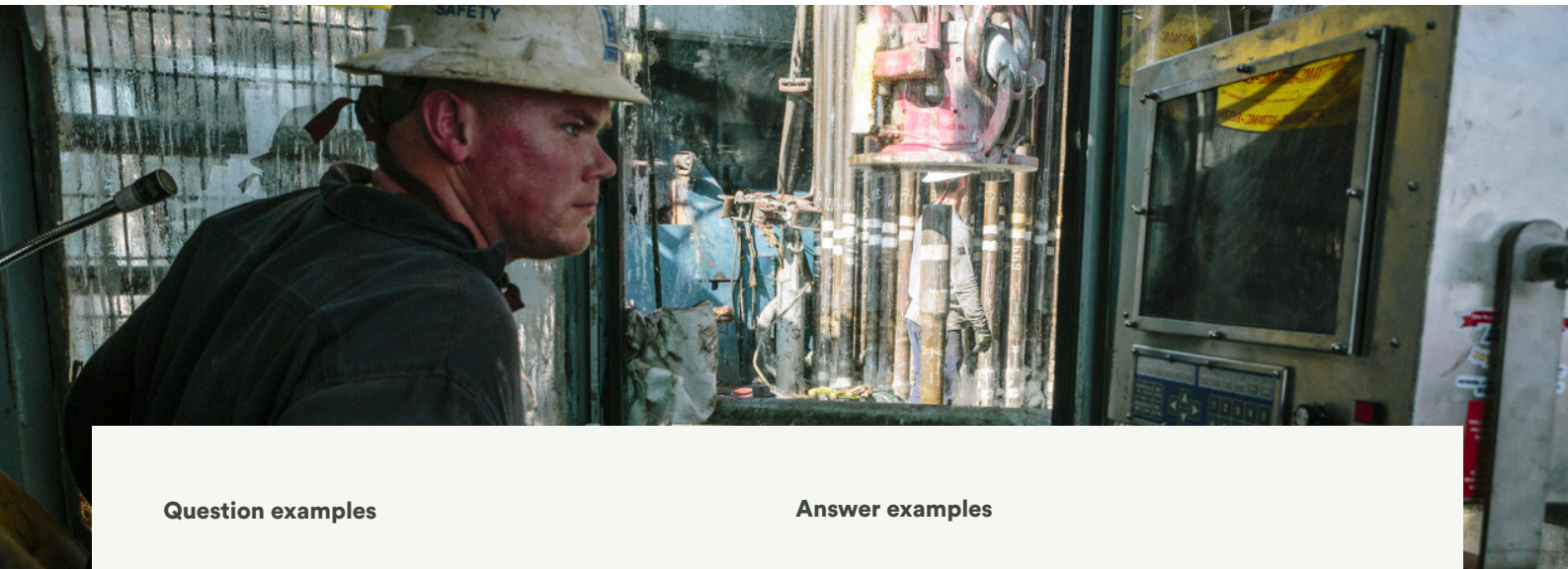
2217

Questions and answers

Average activity rate

34% (highest: 67%, lowest: 15%)

of the participants asked and/or answered questions



Question examples



"How is the current outlook for career development?"



"Are the transition plans for each of the new functions running in accordance with the determined timeline(s)?"



"Is feeling appreciated important for you, to reach your greatest potential?"



"There has been a lot of changes recently. Do you as a manager see more drastic changes coming in the near future, or do you think we will have more stability?"



"Do you feel you can follow projects to the end, before moved to other tasks?"

Answer examples



"Maybe [a reward system would help to motivate personnel], but I think it is a bit sad if that is the case, as I think we should all be one team working towards the same goal. "



"Our goal should be working in a successful company, and the feeling of success would hopefully be motivation enough to continue wanting to do a good job."

Output

Qualitative data

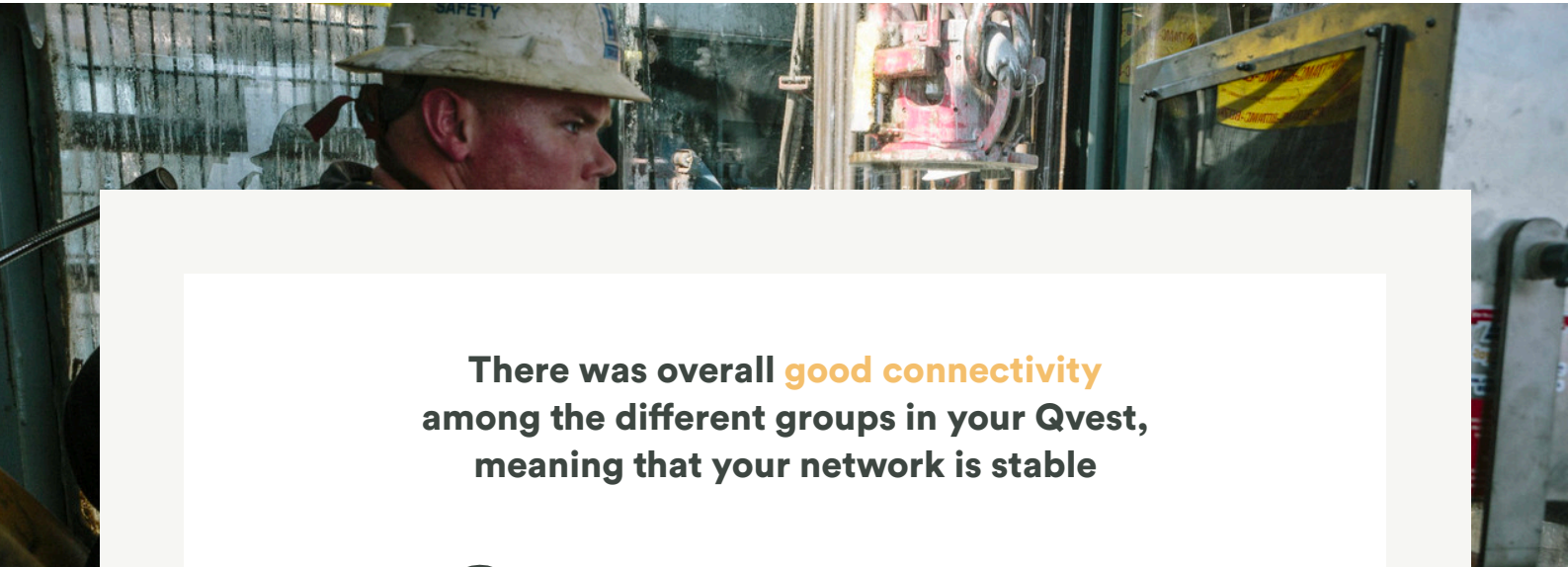
2217

Questions and answers

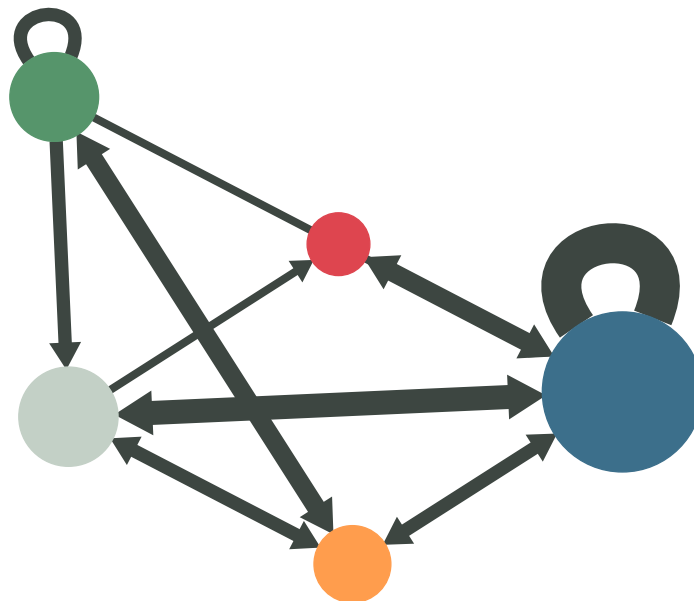
Average activity rate

34% (highest: 67%, lowest: 15%)

of the participants asked and/or answered questions



There was overall **good connectivity** among the different groups in your Qvest, meaning that your network is stable



Outcome: Insights into what was really on employees' mind

First of all, we got unique information about what was on people's minds inside the organization. We got some of our assumptions confirmed, but we also found out that there was a lot of topics which were far more important than we expected. Thereby we got a unique insight into the themes that was on employees' minds, but at the same time we got insights into network dynamics of the target group. Besides that it showed solutions that already exist in our organization, which can make it easier to act fast on the result.