

Case Study 3: Employee Experience



The client issue

Following a period of **staff cutbacks** and **restructuring**, the management of a leading bank wanted to improve its level of **employee commitment**.

The client needed to understand:

- what the employees' **attitudes** towards the company were
- which areas had a high level of employee **satisfaction** and which ones had a more negative 'mood'
- how their situation **compared** with other financial institutions, both on the domestic market and abroad
- which **improvements** needed to be made by the bank's management and its employees

The TNS approach

TNS conducted a company-wide online survey, using TRI*M Employee Commitment. This approach allowed TNS to assess not only the employees' commitment to the bank as a whole, but also their commitment to respective sectors (private banking, investment banking, etc).

The study was designed to:

- determine the 'mood' in the company and provide an exhaustive strength-weakness analysis
- ensure data protection and employees' confidentiality rights
- create customised reports for each of the different management levels

"The philosophy of the TRI*M system – you can only improve, manage and monitor what you can measure – meets the high demands of our bank."

HR Management of the Bank

The outcome

TNS conclusions and recommendations

As a result, the TRI*M Index of Employee Commitment was adopted by the client as their **key performance indicator** to help measure progress towards organisational goals. TNS worked closely with the bank's HR department to develop a holistic personnel management tool called '**HR Cockpit**' which would support the **long-term management of employee commitment** within the company.

Next steps

Based on the survey results, the management was able to **quickly identify and address** the action areas such as **strategic planning** and **HR development**, which had a key influence on employee commitment.

The project also facilitated an active exchange of 'Best Practices' across divisions and promoted the development of the **company's culture**.

For more information please contact:

Dr. Margit Huber Global Head of Stakeholder Management

margit.huber@tns-global.com