

How organizations use employee feedback to achieve their strategic goals

A collection of real-life examples



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The challenge of adopting an employee feedback solution

Adopting an employee feedback solution can feel like a daunting task. Oftentimes, organizations struggle with questions like:

- Which solution is best for us?
- How can we use it to tackle our HR challenges?
- How difficult is it to implement?
- What would our workload look like?

They might also find it difficult to know what actions to take after conducting surveys and how to fully benefit from the collected data. These challenges can create anxiety and uncertainty, making it difficult to see the real value of employee feedback. However, it's important to remember that many organizations have successfully navigated these obstacles and are now experiencing the benefits of a well-implemented feedback process.

Why organizations conduct surveys

Organizations typically start conducting employee surveys to improve various aspects of their operations. They might aim to:

- Improve employee retention rates,
- Boost employee engagement,
- Enhance their Employee Net Promoter Score (eNPS),
- Strengthen their employer branding,
- Improve productivity.

Surveys can identify gaps in training, development, and performance. The insights gathered help evaluate and optimize strategic programs. During

organizational changes like restructuring or mergers, surveys can measure how employees are responding to the changes and where adjustments are needed.

Every organization is unique and requires a tailored approach to feedback, suited to its specific situation and culture.

Over the past 25+ years of working with various European organizations, we've seen that acting on employee feedback and making meaningful improvements leads to a more engaged and productive workforce.

A look at how forward-thinking organizations use employee feedback strategically

Purpose of this inspiration bundle

This bundle showcases how other organizations have successfully implemented employee feedback to achieve their strategic goals. You'll gain insights into why they collected feedback, the features they considered essential in a feedback solution, and real-world examples of how they acted on the feedback received and the

impacts achieved. You'll also see how these organizations implemented surveys with ease, providing a clear path for you to do the same.

We hope these examples will inspire you and give you the confidence to start or enhance your own employee listening efforts to benefit your people and organization as a whole.



Exact

Crafting a people-centric strategy through feedback

=exact



Challenge

Exact, a provider of cloud-based business software for small and medium-sized businesses, needed a reliable and data-driven method for collecting and utilizing employee feedback, especially during COVID-19. They chose Effectory for its data reliability, industry benchmarking, and user-friendliness.

Solution

Exact started its feedback journey with an annual 80-question survey and later transitioned to shorter, quarterly Pulse Surveys to quickly adapt to employee needs during the pandemic. They encouraged manager involvement to promote participation and follow up on the feedback, leading to the development of a hybrid working model and an 'employee leadership journey' program.

The surveys helped Exact better understand the needs of different teams and employees, reinforcing their mission to be a people-focused organization where everyone's voice is heard.

Impact

Exact turned employee feedback into actionable data, alerting HR and management to areas that needed attention. Over time, they gained a deeper understanding of trends and operational habits that informal feedback processes could not reveal. This data-driven insight enabled Exact to address specific departmental needs and helped them achieve strong and transparent internal communications due to the continuous internal reporting of feedback.

Today, Exact continues to benefit from employee feedback, using it to navigate ongoing challenges like the competitive talent market. They are continuously using the voice of their employees to make their organization a place where people can grow and develop, helping them attract and retain skilled talent.

“

If you don't have a listening landscape, you miss out on a lot of information. The trick is to keep it simple. The main thing is that you just start performing surveys and learn as you go. In the end, employee feedback will help shape your agenda and increase your employee engagement.”

Florien De Nijs, Chief HR Officer, Exact

Exact used our Pulse Surveys

Verstegen Spices & Sauces

Transforming a 130-year-old culture with employee feedback



Challenge

Verstegen Spices & Sauces, a Dutch company with over a century of history, wanted to utilize employee feedback to shift to an organizational structure that is more open and inclusive and encourages greater employee participation. The key goal was to achieve high employee satisfaction. Verstegen also needed to monitor employee wellbeing, especially since their workforce included both office and production workers. They aimed to create a work environment that promotes long-term health for everyone.



Ultimately, companies are about the people who work there. If you harness people's talents and passion and your energy system works, you can become very happy together. I hope that people find their own fulfillment and pride in their work and create the feeling that by working together we achieve our goal – both company goals and personal goals: 'If Verstegen is good for me, then I am good for Verstegen.'

Hilde Beckers, International HR Manager
Verstegen

Solution

Verstegen started utilizing employee surveys to gather feedback from all levels. They began with a baseline measurement, using each survey response as a starting point for change. The survey was accessible on both mobile and desktop, accommodating diverse employees, including digital natives, those with varying literacy levels, and non-native Dutch speakers.

The feedback initiated monthly webinars on topics like food and sustainability and launched an e-learning platform for skill development. Employees could give feedback about how they experience their work, serving as a feedback mechanism. Feedback also enabled employees to communicate directly with leadership about what matters to them, fostering open and honest conversations that surpassed expectations.

Impact

Verstegen achieved an impressive 80% participation rate, with no departments scoring below 6. To better understand the survey data and define clear next steps, they organized webinars and team meetings, making sure that discussions were safe and anonymous.

Seeing the positive results of the survey, Verstegen now continuously uses feedback to guide the company's direction. The organization is committed to building a culture of openness, with employee feedback as the cornerstone of this goal.

80%

Verstegen achieved an impressive 80% participation rate

Boskalis

Advancing DEI and wellbeing with employee feedback



Challenge

Boskalis, a maritime services leader, sought to enhance their employee feedback process, which was previously limited to certain business units and didn't give a complete picture of the organizations. The COVID-19 pandemic underscored the need for a comprehensive approach to monitor employee wellbeing across the organization.

Solution

Boskalis launched a comprehensive company-wide survey initiative, 'Human Excellence,' addressing performance, development, growth, wellbeing, and diversity and inclusion. This effort was supported by a strong partnership between the HR and Communications teams, ensuring that feedback was effectively collected, analyzed, and acted upon. Surveys during the pandemic helped management rapidly respond to employees' needs.

Impact

The surveys resulted in improved scores on engagement, autonomy, trust, and support, validating the effectiveness of this new approach. Feedback highlighted the need for enhanced focus on diversity and inclusion, leading to the formation of a dedicated working group and the introduction of targeted workshops and training to enhance cultural understanding and address conscious and unconscious biases. The surveys not only informed internal communications strategies but also facilitated a better-prepared, inclusive, and engaged work environment.



Effectory's tool gave us insight into a number of strategic themes, especially at the corporate level. Additionally, we gained more clarity on the themes that employees are satisfied with and where there are still opportunities."

Wendy Jacobs, HR Director
Boskalis Netherlands

Want to turn your challenge into impact?

Join over 1,300 organizations harnessing the power of employee feedback with Effectory. Schedule a free consultation with our experts to learn practical tips and how our technology can guide you at every stage, from onboarding to exit.

Kramp

Transitioning to continuous feedback for greater employee engagement



Challenge

Kramp, a leading supplier in the agricultural sector with 3,500 employees across 24 countries, required a change; they wanted to shift from a 69-question survey conducted every two years to more frequent, actionable feedback processes to better understand employee needs. They wanted their surveys to be more flexible, and more embedded in the flow of work. Additionally, Kramp aimed to encourage a culture of feedback and, above all, translate the results into action.



Feedback is no longer an HR-only thing. We know that feedback needs to be part of daily business [...] At the senior level, there's often the question of 'what is the benchmark saying? How are we doing in comparison to the benchmark?' Also on a country level, it's very useful to have a geographical benchmark that regional teams can compare themselves to."

Wanda Stoteler, HR Content & EX Specialist
Kramp

Solution

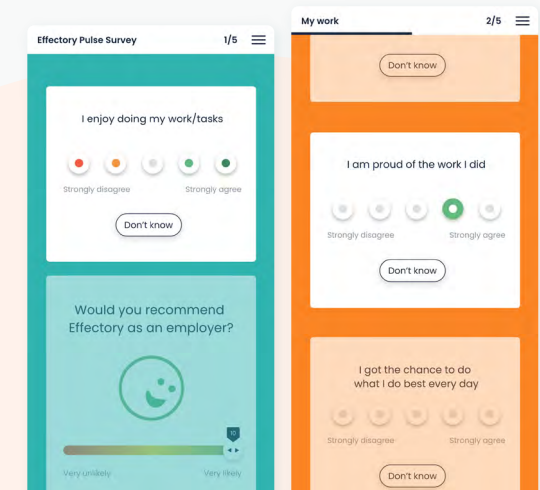
Kramp launched a continuous employee listening strategy featuring shorter survey cycles, Onboarding and Exit Surveys, and localized Pulse Surveys. These surveys are designed to track employee engagement, helping Kramp understand what drives their people. This focus on engagement is crucial, as it directly impacts retention. Managers increasingly see feedback as part of their role, using it in team meetings and 1-on-1s. German, Polish, and Dutch teams conducted local surveys and follow-ups, each tailoring question sets to their specific needs, such as workload or diversity and inclusion.

Kramp's HR team integrated its Workday database with My Effectory and streamlined the survey process, saving significant time while keeping employee data secure and up-to-date.

Impact

The new strategy led to a flexible and embedded survey process, achieving a 70% response rate, with 85% of employees having access to online surveys and deeper engagement from their people and management. The integration with Effectory's platform and the focus on geographical benchmarking have been instrumental in providing actionable insights, informing continuous improvements and strategic alignment.

Kramp used our Pulse Surveys and Onboarding and Exit Surveys



Enhancing engagement and innovation through surveys



Challenge

Grupo Catalana Occidente, a major player in the Spanish insurance sector with operations in over 50 countries and over 7,300 employees, needed to switch to a continuous people listening strategy during the COVID-19 pandemic to boost engagement and drive innovation. As a people-centered organization with a strong focus on employee experience, they had previously used surveys to check employee perceptions of alignment between company values and daily activities.

Solution

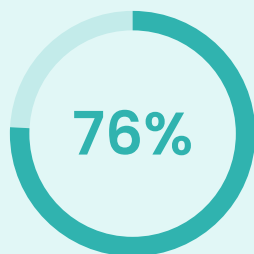
The organization implemented regular surveys focused on key areas such as commitment, satisfaction, leadership, and their work-from-home model.

The process included thanking employees for participation, sharing results broadly, and demonstrating how feedback could lead to organizational changes. Results were analyzed across different employee profiles and shared transparently from top management to all team levels.

Impact

Achieving a 76% response rate, the feedback initiative pinpointed areas for improvement and influenced the organization's innovation strategy, ensuring their offerings align with market and employee needs.

It also led to the creation of wellbeing and mentoring programs. The initiative's success contributed to the organization earning the World-class Workplace award for best performing global organization with over 1,000 employees.



Grupo Catalana Occidente achieved a 76% response rate



We can change technology, change systems and operations, but it is our people who are in charge of managing all these changes. That's why we need to know how people feel, because the most important thing is to have people aligned with the Group."

Pedro Ribes, Human Resources Director
Grupo Catalana Occidente

De Kempel University of Applied Sciences

Prioritizing employee wellbeing and feedback for excellence



Challenge

De Kempel University of Applied Sciences has been recognized as the best teacher training university for primary education in the Netherlands for nine consecutive years. The university sought to maintain educational excellence and prioritize employee wellbeing and engagement, while maintaining high job satisfaction.



If your employees are doing well, your organization does well too... Your most significant asset is your people. That's why we have to keep track of their development; otherwise, it's a missed opportunity."

Robert Verbruggen
Chairman of the Board of Governors
de Kempel University of Applied Sciences

Solution

De Kempel embraced a holistic approach to employee wellness, integrating weekly chair massages, sports activities, and health workshops into their culture. The university also tracked financial wellbeing and implemented regular evaluation sessions for two-way dialogues with employees, discussing current work progress and what employees needed to maintain their enthusiasm and ability to excel in their roles.

Moreover, by implementing the HBO Work Experience Scan*, they enabled their employees to anonymously express their opinions on various factors affecting their work environment. It complements the informal conversations by providing structured and objective data, uncovering underlying issues that might not surface through more casual dialogue alone.

Impact

These initiatives led to an eNPS of 90, significantly surpassing the sector average. This high score is a testament to De Kempel's strong employer brand and its commitment to employee satisfaction. The university's proactive approach to nurturing its workplace culture has contributed to its continued recognition as a leading educational institution in the Netherlands.

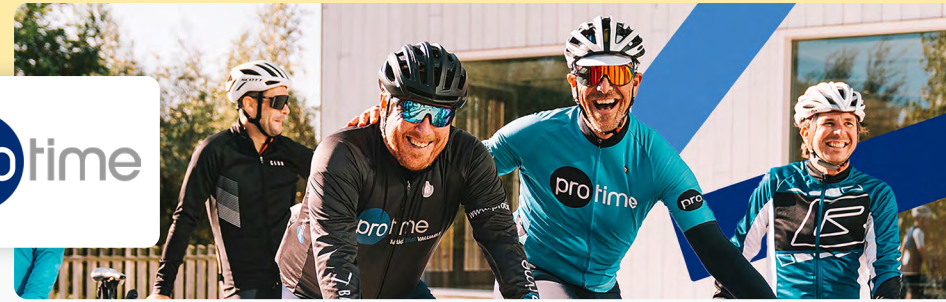


De Kempel achieved an eNPS of 90, significantly surpassing the sector average.

*Developed in partnership with InternetSpiegel, Zestor, and the Association of Universities of Applied Sciences.

Protime

Leading with a strong feedback culture and the World-class Workplace award



Challenge

Protime, deeply valuing employee wellbeing, aimed to enhance their feedback strategy beyond standard surveys to more personal and impactful interactions, particularly given their unique structure of small teams without traditional managers.

Solution

Protime introduced a custom-made Employee Engagement Survey with targeted questions to drive a 100% response rate, incentivizing participation with a day off. They utilized Team Development Scans to assess team-specific dynamics, performance, and workload. Teams could also access practical tips and exercises to improve their collaboration.

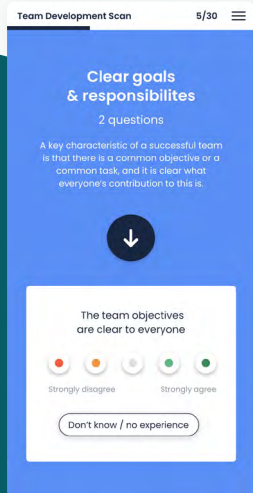
Additionally, Protime incorporated four key themes – eNPS, Employer Excellence, Enablement, and Engagement – into their Employee Engagement Survey and won the 2024 World-class Workplace award for best performing organization in the business software industry, a recognition based entirely on employee feedback.

Impact

Protime's strong feedback culture paid off, achieving significant improvements in eNPS, reducing turnover, and decreasing sick leave rates to half the industry average. Their successful attainment of the World-class Workplace award underscored their status as an exemplary employer. Team-building activities and the comprehensive Employee Engagement Survey led to a 100% response rate and an influx of actionable feedback.

Insights from the surveys provided valuable perspectives for ongoing development, particularly in compensation and dynamics with Gen Z employees. Protime appreciated the analytical capabilities of the My Effectory platform, which offered in-depth reviews of the survey results, crucial for their strategic decision-making.

By embracing a personalized approach to employee feedback, Protime not only met their immediate goals but also paved the way for sustained organizational excellence and innovation.



Protime used our Team Development Scans to assess team-specific dynamics, performance, and workload.

2024

World
class
Work
place

Protime won the 2024 World-class Workplace award for best performing organization in the business software industry.

Jados

Elevating care through enhanced employee feedback



Challenge

Jados, a Dutch care facility specializing in adult autism support, sought to enhance its feedback strategy to pinpoint improvement areas and make employees feel valued, while comparing their performance against industry benchmarks.

Solution

Jados enhanced the visibility and urgency of employee feedback from the top down, engaging all levels of the organization. They introduced the eNPS and conducted the World-class Workplace Scan, which revealed areas needing attention, particularly in training. This led to the development of a strategic training program aimed at elevating professionalism and skills.

Impact

Jados' focused approach on feedback led to high survey participation rates and positive employee ratings, contributing to winning the 2022 World-class Workplace award in the mental health sector. This recognition has increased their chances to attract top talent in a competitive labor market.

By linking survey responses to specific managers and teams, Jados could tailor their strategies at the team level, addressing the concerns of less satisfied groups effectively. The success of Jados' feedback strategy was not limited to surveys and analyses, but also included follow-up actions, such as proper processing of the results and offering feedback to employees.



There is no secret recipe. When employees share the same mission and vision as your organization and are held to values they truly believe in, then work is fun by definition. I do not believe in specific programs to improve employee satisfaction. Listening to employees at Jados is not an 'improvement program,' it is part of how we are as an organization. Because of our flat organizational structure with always a certain proximity between management and other employee, employees usually feel that they are actually listened to."

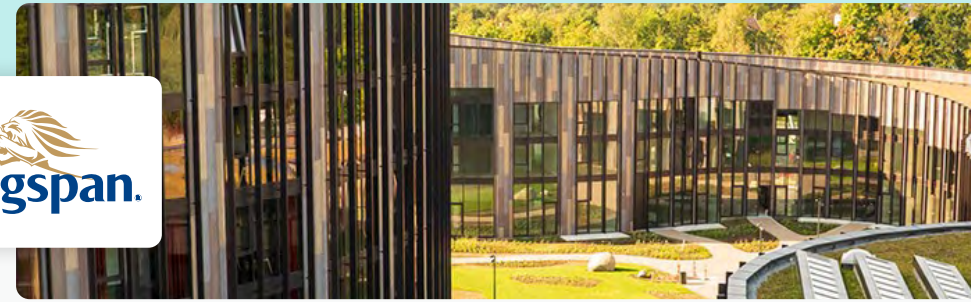
Martijn van Gompel, Chairman of the Board of Directors
Jados

2022

World
class
Work
place

Jados won the
2022 World-class
Workplace award
in the mental
health sector.

Tracking trends in DEI, digitalization & sustainability



Challenge

Kingspan Group, a global leader in building materials and high-performance insulation, aimed to transition from an informal feedback culture to a structured employee listening strategy. This new approach was intended to address issues such as diversity and inclusion, digitalization, and sustainability, ensuring comprehensive and anonymous employee feedback to drive organizational improvement and adapt to a rapidly changing business environment.

Solution

Kingspan Nordics implemented continuous feedback mechanisms, including surveys, benchmarking, and action-review loops, supported by consultations with Effectory. This strategy allowed them to monitor subtle changes throughout the year and manage the feedback project more efficiently. The surveys enabled Kingspan Nordics to focus on key challenges like diversity, inclusion, digitalization, and sustainability.

Believing that happy employees lead to happy customers, and vice versa, Kingspan Nordics emphasized that the people implementing the strategy should be involved in shaping it.

Impact

By keeping employee feedback at the center of their strategy, Kingspan fostered a culture of continuous improvement and innovation. They achieved a very high response rate.

The integrated feedback strategy supplemented individual 1-on-1 development discussions, making them more effective. Listening to employees became crucial for business improvement, innovation, and overall growth. This commitment to employee feedback has positioned Kingspan Nordics to better meet their strategic goals and maintain their leadership in the industry.



It's not just looking at individual responses, but getting a conclusion on the topics we are concerned about. The response rate was very high, so I'm assuming that everyone who wanted to fill in the survey found it an easy tool to use. Of course, the feedback itself, especially on the first round, can be a bit confrontational, but we really appreciated the honest and relevant answers."

Pieter Snelder, Managing Director of Kingspan's Nordics & Russia Operations in Kingspan's CEER Panels Division



Turn your HR challenge into impact

In this bundle, you saw how top organizations use employee feedback to solve their HR challenges. Wondering how to apply these insights or what to do next? Schedule a free consultation with an Effectory expert. We'll share practical tips and show how our technology can help you ask the right questions at every stage, from onboarding to exit. Get tailored advice to turn challenges into impact and meet your strategic goals.



↑ ↑ ↑
+40%
Employee
engagement

+11%
Employee
wellbeing

+25%
Employee
satisfaction

