

Employee Feedback

Increase Retention, Productivity and Business Results

About MarketTools CustomerSat

MarketTools CustomerSat is a Web-based Enterprise Feedback Management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of EFM consultants, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

Businesses with superior employee retention enjoy a significant competitive advantage in the form of higher productivity, stronger customer loyalty, and faster revenue growth. Yet most companies are unaware of the satisfaction issues that can cause employees to walk out the door.

MarketTools CustomerSat is the leading Enterprise Feedback Management solution, offering advanced Web-based software and expert services teams to help you hear the Voice of the Employee, prioritize investments, and measure program impact—driving a continuous process of improvement in employee satisfaction and business results.

Employee Retention Impacts Your Bottom Line

Build lasting customer relationships through loyal employees. The connection between employee retention and corporate profits is undeniable. Loyal employees forge deep and lasting relationships with customers that have a significant impact on customer satisfaction and loyalty. Studies of this connection reported by Harvard Business Review reveal:

- At a securities firm, it takes nearly five years for a broker to build relationships with customers that generate \$1 million in annual commissions.
- At a large property and casualty insurer, customer satisfaction dropped from 75% to 55% when a single service worker left the company.
- At a leading fast food chain, stores with the lowest turnover rates enjoyed 55% higher profits than stores with the highest turnover rates.

Employee Satisfaction leads to Revenue Growth and Profitability



Chart adapted from "Putting the Service-Product Chain to Work." *Harvard Business Review*

Gain a competitive advantage with more productive employees. It can take years to master a particular job. Employees with longer tenure are able to handle higher workloads, make smarter decisions, and avoid serious errors. Senior employees are also a tremendous resource to new recruits, helping them generate positive returns for the business on a shorter time scale. In addition, feedback from committed employees is a critical source of information about opportunities to improve business processes and eliminate areas of inefficiency.

Avoid significant employee turnover costs. Expenses related to employee churn, such as recruiting, training, exit processing, and lost productivity, add up quickly. Research conducted by UC Berkeley and MIT indicates that turnover costs are often 150% of annual salary.



Common Areas Covered by MarketTools Employee Satisfaction and Loyalty Surveys

- Ability to deliver quality service
- Accountability
- Benefits
- Career development
- Communications
- Compensation
- Corporate mission
- Equal opportunity employment
- Goal setting
- Job responsibilities
- Manager satisfaction
- Overall satisfaction
- Physical environment
- Product quality
- Recruitment
- Security
- Skill development
- Stability
- Team development
- Technology
- Training
- Willingness to recommend workplace
- Work standards

The Key to Improving Employee Retention

Capture and analyze employee feedback. Running an Employee Feedback program can help you understand what truly motivates your employees and identify the core issues that lead to dissatisfaction. This allows you to implement changes that translate into higher employee retention rates. And by engaging employees in the process of improving the work experience, you also help build loyalty by fostering a sense of participation and ownership in the organization.

Make the changes that have the greatest impact. Finding issues is easy—the challenge lies in knowing which issues to focus on and how much to invest in making improvements. With the proper tools to quantify feedback, you can allocate sufficient funds to address employee issues based on hard data, rather than making decisions based on who has the loudest voice or the most political clout. By measuring the relationship between satisfaction, retention, investment and profitable growth you can deliver true business impact.

MarketTools Employee Feedback Solutions

MarketTools offers industry-leading software and services for measuring satisfaction, loyalty, and commitment. MarketTools CustomerSat helps you listen to the Voice of the Employee through a variety of survey techniques including email, Web site, phone, Interactive Voice Response (IVR), fax and paper. Our solution is completely Web-based, so there is nothing for you to install or maintain. In addition, data access can be tightly controlled and MarketTools can ensure that response data remains anonymous, enabling you to preserve employee confidentiality.

Survey your employees at scheduled intervals or in real time as service interactions and lifecycle events occur—a continuous stream of actionable feedback allows you to continually improve your processes. Common uses include:

Employee Satisfaction and Loyalty	Check the pulse of your employees—find out what motivates them to stay or leave. Measure the impact of improvement programs year after year.
Service Delivery	Capture feedback on HR service interactions, training, events, and IT helpdesk services.
New Hire	Effective onboarding is critical for establishing the right culture and accelerating productivity. Find out where you're effective and where you can improve.
Exit Survey	A comprehensive exit survey can help you find out what satisfaction issues drive actual turnover, enabling you to target improvement programs.
Intranet Feedback	Post on-demand surveys to your Intranet to capture feedback whenever an employee has a suggestion or concern, or use CustomerSat to capture feedback on the Intranet site itself.

MarketTools CustomerSat provides more than twenty out-of-the-box reports to help you analyze employee feedback, enabling you to prioritize investments in projects that address the most important issues. Then, as you implement changes, you can quantify the impact of your efforts through follow-up surveys.

MarketTools Consultants Provide Assistance When You Need It

MarketTools Employee Satisfaction Consultants have more than a century of collective experience working with the world's leading businesses. Our experts can assist you with everything from initial project definition, survey design and setup to ongoing program management and customized executive reporting. They can help you map employee surveys to your customers' feedback to identify disconnects between customer experience and employee perception. In addition, MarketTools consultants can conduct employee surveys on your behalf as an impartial third party, giving your employees more confidence to respond candidly.

How to Get Started

For more information, or to schedule a demo, please call 800-372-7772 (U.S. and Canada) or +44 (0) 207-440-8500 (Europe). Visit us online at www.markettools.com/customersat.

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About MarketTools, Inc.

MarketTools is the leading provider of software and services for Enterprise Feedback Management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit www.markettools.com.