

# Sustainably Engaged



## Continuous listening strategies: Organizations staying ahead of the curve

Case Studies: Willis Towers Watson Pulse Software

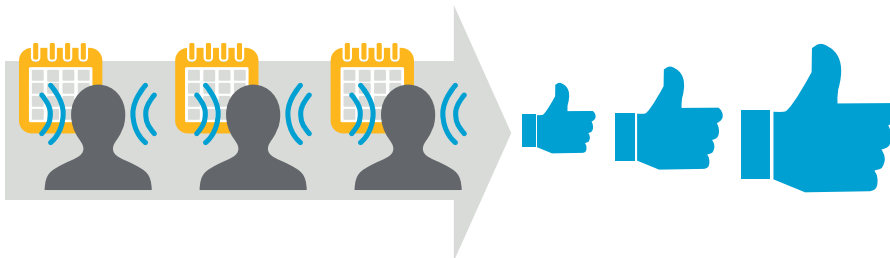
The move from a single event survey to a continuous listening strategy, aided by recent developments in software, has revolutionized the way organizations understand their employee experience. [Willis Towers Watsons Employee Engagement Software](#) and [Willis Towers Watson Pulse Software](#) provide the solution to so many situations. Here is a selection of illustrative case studies.



**A global financial services organization undergoing a major transformation program needed to track employee experience on regular basis**

**Problem:** This global financial services organization runs a classic employee census survey every two years, which provides a wealth of rich insight to drive improvements in engagement. However, with a major transformation program underway, working on 90-day cycles of change, the senior team needed far more frequent and timely employee insight.

**Solution:** The members of the global analytics team used Willis Towers Watson Pulse Software that allowed them to launch pulse surveys on demand, use key engagement measures from their census survey as well as benchmarked questions about transformation effectiveness, and track trends over time.



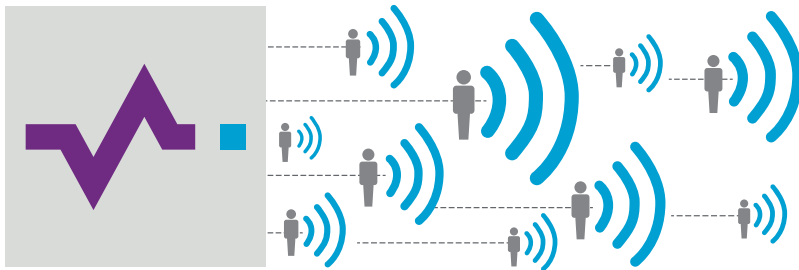
**Results:** Every 90 days the leadership team met in their 'war room' and was provided with real-time insights on employees' experience of the change – what was working and what needed course correcting. Such immediate feedback significantly improved the effectiveness of the change program.



### A medium-sized retailer wanted to adopt an agile listening approach without an annual census survey

**Problem:** A medium-sized retailer with a modest budget wanted a solution that provided continuous and agile listening in a cost-effective way. It also wanted to understand why people were joining and leaving the company.

**Solution:** This organization went with Willis Towers Watson Pulse Software that allows surveys to be designed in minutes and launched whenever needed. The retailer also chose the software for its speed, simplicity and built-in library of 400 benchmarked items, and 400 external norms (that no other self-service survey software was able to match). An added bonus of the software is that it has an out-of-the-box entry/exit solution.



**Results:** The retailer implemented a reliable, high quality, cost effective solution that allowed it to track engagement trends as well as gain insights into why people were leaving. These insights informed the company's efforts to become a great place to work.



### An Internet retail giant wanted to improve its communications effectiveness

**Problem:** One of the world's giant Internet retailers wanted to improve the effectiveness of its internal communications and ensure it was doing at least as good, if not better, than its peers.

**Solution:** The retailer implemented the newly launched Willis Towers Watson Pulse Software to survey its employees and 20 peer organizations using a mix of bespoke and benchmarked questions on the topic of communications effectiveness.



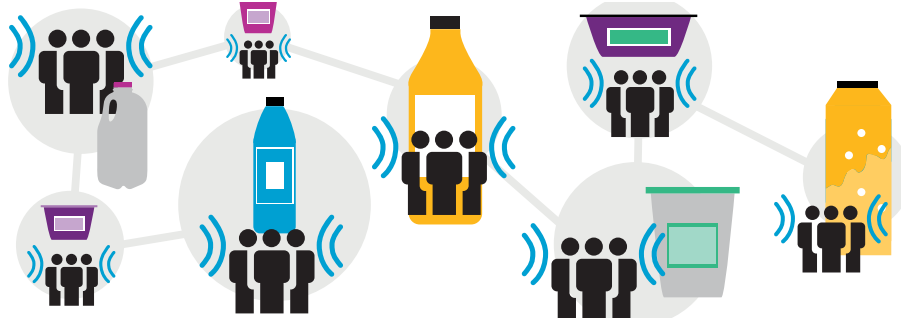
**Results:** In just a few days, the survey results provided key insights on how well the Internet giant was performing, and where the gaps were compared to benchmarks of other similar organizations. The internal communications function put in place work streams to make changes based on these insights with a goal to outperform its peers in the future.



## An iconic global fast-moving consumer goods (FMCG) company introduces decentralized, agile listening to supplement its annual group-wide census survey

**Problem:** A global iconic fast-moving consumer goods company wanted to ensure the successful introduction of its vision and core values. In addition, it wanted to give local business unit leaders the ability to survey employees in their units at a time of their choosing.

**Solution:** All business units were given access to Willis Towers Watson Pulse Software. Individual units can now run their own surveys when the time is right for them, given the demands of the local business. At some point during the year, they are required to ask seven global questions, which relate to the company's vision and core values. They can also ask their own additional questions. Once a year, at a global level, the seven core questions are analyzed in order to understand the progress they are making in living their values across the company.



**Results:** The company found a perfect balance between group wide structured listening and empowered agile local listening, while also being able to track the rollout of its vision and values.

*Again and again, clients are finding they can deploy a combination of the classic census survey and agile pulse surveys in a wide variety of scenarios, providing their leadership with more timely and impactful insights to drive change.*

### About Willis Towers Watson

Willis Towers Watson (NASDAQ: WLTW) is a leading global advisory, broking and solutions company that helps clients around the world turn risk into a path for growth. With roots dating to 1828, Willis Towers Watson has 40,000 employees serving more than 140 countries. We design and deliver solutions that manage risk, optimize benefits, cultivate talent, and expand the power of capital to protect and strengthen institutions and individuals. Our unique perspective allows us to see the critical intersections between talent, assets and ideas – the dynamic formula that drives business performance. Together, we unlock potential. Learn more at [willistowerswatson.com](http://willistowerswatson.com).



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WTW-GL-17-PUB-5943e

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These stories were published in the August/September issues of *Sustainably Engaged*, our bi-monthly report on trends in employee insights and engagement. In each issue we explore a unique aspect of the employee survey process, such as speed or length of process.

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