

HOW RANDSTAD GETS CLOSER TO CUSTOMERS AND EMPLOYEES WITH QUESTBACK

The Research & CRM Department at recruitment specialist Randstad knows exactly what customers and employees want – thanks to Questback's Enterprise Feedback Suite

CASE STUDY RANDSTAD

MOVING FROM RUNNING A CUSTOMER SATISFACTION SURVEY, TO BECOMING INTERNAL SURVEY SPECIALISTS

The Research & CRM Department at recruitment specialist Randstad knows exactly what customers and employees want – thanks to Questback’s Enterprise Feedback Suite (EFS).

“Good to know you” – that’s the tagline used by Randstad Germany, a claim that reflects the promise that the recruitment specialist makes - to find out exactly what customers and employees need, in order to deliver the best possible service to them. Questback’s EFS is central to achieving this.



SITUATION

Objective

Initially:

- › To measure customer satisfaction in a continuous, easily comparable way, and integrate the results into the organization as a KPI

Moving forward:

- › To enable the Research & CRM department to centrally execute internal and external surveys
- › To standardize processes
- › To establish feedback as a leadership tool within Randstad

“We live in a world in which KPIs are becoming increasingly important“, says Ulf Fröhlich, Head of the Research & CRM Department at Randstad. While in the past companies were happy to make decisions based on opinions, the majority have now standardized on creating and measuring performance against KPIs.

Recruitment firm Randstad began measuring customer satisfaction in 2007, with an initial aim of measuring and comparing scores over time, and to establishing the KPI as a corporate standard. When Randstad looked at its options it quickly realized that conducting telephone surveys would have been prohibitively costly, meaning that it required an online survey provider to meet its needs.

“In addition to technical support, we wanted a partner that could provide us with consultancy on how to get the best out of our research,” says Fröhlich. “As well as its technology knowledge, Questback’s outstanding service, high levels of security, and BSI certification, convinced us that they were the right choice.”



SOLUTION

Questback Enterprise Feedback Suite: A powerful tool that benefits multiple departments

Since 2007, Randstad has been using EFS to survey around 7,000 customers annually with an average return rate of 10%.

“Because EFS was such a powerful tool, we also started using it within our own departments,” reports Fröhlich. In fact, the software proved to be so useful that it drove increasing demand for professional survey support across the company. “I listened to people within Randstad and quickly realised that there was a lot of interest from many different departments in conducting surveys,” says Fröhlich. “That’s when we began positioning our own Research & CRM department as an internal survey service provider, all based on the power of EFS.”

Thanks to the sheer breadth of its functionality, EFS was able to easily deal with the diverse requirements of different departments, covering everything from questionnaire design to the selection of target groups, and the evaluation and presentation of survey results.

As a result, Questback’s Feedback Software EFS is now being used for a wide range of internal surveys. In particular, Randstad’s training department uses the tool very intensively. Previously, training courses were evaluated using hand written forms and Excel tables. Now a complete set of satisfaction data can be

collected, analyzed digitally, and visualized within a dashboard – all within EFS. This means the department can assess the quality of training courses at any time.

“The project to introduce a standardized means of measuring satisfaction with internal training has become a real success story,” highlights Fröhlich. In the past, with no reliable measurement tool, the department had to rely on the trainer’s opinion of the course’s success. Now, employees know the next day how the training went. This knowledge is extremely valuable from a financial perspective when training is outsourced to external suppliers.

The events department also uses EFS intensively to evaluate internal events such as business unit and management meetings. Collecting feedback enables the events team to find out what really matters to participants, covering questions such as which topics are they interested in? Which presentations are the most effective? Where is there room for improvement? The Questback software platform therefore provides Randstad with a reliable management tool that shows them where action or changes are required.



RESULTS

At a glance

- › **External:** Measuring customer satisfaction; surveying 7,000 customers once a year; response rate: 10 %
- › **Internal:** Supporting other departments, such as for training or event evaluation
- › Positioning the Research & CRM Department as the internal service provider for surveys



The great thing about the tool is that it helps us become even more customer-focused in a very efficient way, and it enables greater corporate management transparency”, concludes Fröhlich. “In addition, it reduces the pressure on individual departments, because they only have to deal with the results, and don’t have to worry about how to generate them. That saves time and of course reduces cost as well.”

ULF FRÖHLICH, Head of the Research & CRM Department, Randstad Germany

The Research & CRM department – a success story

Adopting Questback has enabled the Research & CRM department to completely reposition itself. Thanks to the platform’s technical capabilities, it has been able to extend the reach of its service portfolio in ways that simply weren’t possible before. “We are now seen as an internal provider of key services to the business, which is very positive,” says Fröhlich. “As we have built our knowledge and processes we can now run a wide range of surveys cost-effectively, quickly and with the minimum of resources. We now know precisely which surveys are the most interesting at a particular moment.”

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Future vision

Despite its widespread adoption, there are still many more areas where Questback can be used within Randstad, providing room for development and future innovation. Ideas under consideration include comparing the results of standardized surveys across countries, providing a regional perspective. The most important part of all research activities, is that survey results drive action: “My vision is to see the results not just as an indicator, but as a strategic management tool. Now we know exactly what our customers think. We need to make better use of this information in the future, in order to bring about positive changes to how we operate,” concludes Fröhlich. In a competitive market continuous change is key to being ready for the future.

Feedback as competitive advantage

“Through Questback’s technical capabilities, we are looking to continue the development of our department into an internal consultancy“, says Fröhlich. For example, implementing touch point surveys, to measure the individual steps in the sales process, from proposal creation to contract signature, is very high on the department head’s wish list as these insights will enable the clearer identification of both opinions and broader trends. Taken together they will help Randstad achieve its ultimate goal – an even stronger customer focus.



About Randstad Germany

Company

Randstad Germany

Industry

Personnel recruitment

Usage

- › Customer satisfaction
- › internal survey

Randstad Germany is a fully-owned subsidiary of Randstad Holdings nv., which was founded in Amsterdam in 1960 and is listed on the Dutch stock exchange. Its comprehensive service portfolio stretches from traditional temping, to direct personnel recruitment and specialized personnel solutions such as in-house services.

Multi-faceted services for companies and candidates

Its tailored personnel solutions make Randstad an important strategic partner for businesses – from small operations to mid-sized organizations or enterprises. Randstad develops tailored personnel concepts for every requirement comprising multiple services. Through its extensive experience and individual service offerings, Randstad is an attractive employer and service provider for engaged candidates and employees with a wide range of qualifications. To its temporary work employees Randstad offers temps regular, tariff-based and usually open-ended employment contracts.



Questback is not just powerful software that allows you to send powerful surveys or collect data. It's an all-in-one enterprise solution that puts the right customer, employee and market data at your fingertips. Whatever industry you're in, whatever answers you need, real-time insight for real world decision-making is always available to you.