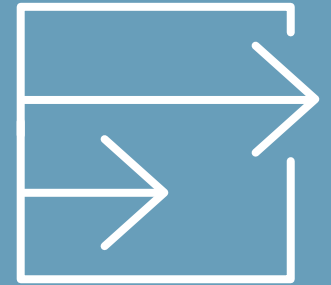


UNLOCK CRITICAL KNOWLEDGE.
BRIDGE STRATEGY AND EXECUTION.

EMPLOYEE INSIGHT



REDUCE RISK. AVOID COSTLY FAILURES. IMPROVE BUSINESS OPERATIONS.

THE KEY LIES IN THE PEOPLE

Employee engagement is the difference between business success and failure. Employees and customers see the same issues; however, where customers identify symptoms, employees uncover root causes. Your employees will always be closest to how your business operates and the experience you deliver to your customers. No business can survive without customers.

People are central to success in today's competitive, knowledge-driven economy. Employee engagement done correctly provides critical insight into how a business operates, enabling you to reduce risk and avoid costly failures.

KEY CHALLENGES

Today's employee insight solutions remain fragmented, lacking a systematic, integrated approach to minimize the gap between strategic planning and operational execution.

- Solutions are infrequent, often taking the form of annual employee surveys and rigid follow-up cycles that are frustrating and lack value.
- Collection methods are confined to periodic surveys, missing insight that occurs day to day.
- Results are often disconnected from operational execution, lacking relevant action for managers.
- Solutions only support a one-way dialogue, restricting the ability for employees to voice their insight at any time and engage in ideation.
- There is a lack of integration with other key business measures such as customer experience and financial performance.
- Scalability is limited as solutions rely on manual triggers and resource-intensive processes.
- Solutions do not capture the valuable insight employees have to reduce risk, avoid costly failures, and improve business operations.

SYMPTOMS VS. CAUSES



WHERE CUSTOMERS
SEE SYMPTOMS;

EMPLOYEES
ID ROOT CAUSES.¹

REDESIGNED ENGAGEMENT

Transform engagement into an integrated measure of operations; identify trends and root causes, and enable better decisions.

STRATEGIC ALIGNMENT

Facilitate 'always-on' listening and dialogues to continuously understand how you can improve the way you operate.

CONNECTED LEADERSHIP

Understand if your leaders are practicing the capabilities required to move from where you are to where you want to be.

EMPLOYEE JOURNEY

Capture insight throughout the employee journey to enable quicker contributions, longer tenures, and better performance.

WHY CHOOSE THE QUESTBACK SOLUTION?



THE SOLUTION

A sophisticated, person-based technology, Questback solutions allow businesses to reach out, gather insight, take action, and continuously improve the way they operate. Bridging the gap between strategic planning and operational execution, the power of Questback solutions stem from an inherent focus on people – the insight they have and the actions that can be taken as a result. Innovative and leading-edge, Questback provides best practice solutions and expertise that transforms engagement into immediate business benefits while building long-term bonds of loyalty with both employees and customers.

ABOUT QUESTBACK

Questback is a global leader in enterprise feedback management and counts one third of the Forbes Global 2000 as customers. As businesses merge historically separate disciplines, bringing together employee and customer insight to enable better business decisions, Questback is uniquely positioned to deliver an actionable view of businesses' ability to build loyalty with both employees and customers for sustained performance.

People matter. Get their insight.

KEY BENEFITS

- Improve operations by capturing business-critical people insight.
- Reduce risk and avoid costly failures by contextualizing data.
- Identify root causes by integrating employee and customer insight.
- Bridge strategy and execution through immediate day-to-day actions.
- Gain business foresight by integrating people insight with financial metrics.

WANT TO FIND OUT MORE?

Contact us to arrange a live demo on +1.800.974.8784 or send us an email to info@questback.com.

A FEW OF OUR CLIENTS:



John Lewis



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