

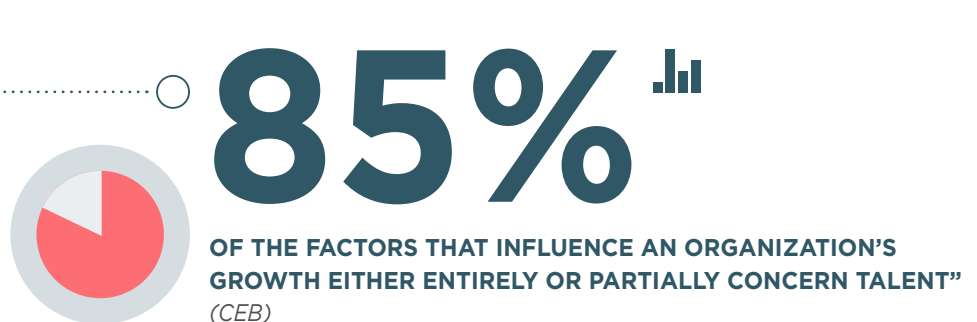


ATTRACT TOP TALENT, REDUCE RAMP-UP  
AND KEEP THEM LONGER,  
WITH **JOURNEY-BASED FEEDBACK** FROM QUESTBACK

# EMPLOYEE TOUCHPOINT

## THE WAR FOR TALENT IS OVER - THE TALENT WON

The relationship between organisations and employees today has radically changed - with the balance of power shifting fundamentally to favour skilled staff. Employees now have different expectations - they are increasingly mobile, less loyal and more demanding of their employers. Barriers to switching jobs are low, putting them firmly in control.



Completing the power shift, talent has never been so critical to business success. Companies need to attract the best people, ramp-up their productivity quickly and retain them for as long as possible or face falling behind rivals.

To succeed, you have to transform the employee experience and take a journey-based approach to listening and engaging with top talent from recruitment right through to when they leave. Now is the time to start treating your employees more like your customers, optimising the experience across their lifecycle.

# EMPLOYEE TOUCHPOINT

Questback gives you the real-time insight to understand, manage and optimise the employee journey. A simple to use cloud-based feedback solution, it helps you listen to your talent, giving early warning of issues and enabling your leaders to make fast interventions, at individual and organisational level. Transform how you attract, ramp-up and retain talent to drive your growth.



It is seldom one event that drives an employee to leave or drop out of the recruitment process. Negative experiences build up over time until a single 'moment of truth' tips the balance, causing staff to leave. Because of organisational silos, these warning signs are hard to spot.

With Employee Touchpoint, you automatically measure the employee journey consistently from start to end. By using an academically validated model to measure how well people feel that they fit in, their level of engagement and employee Net Promoter Score® (eNPS), you can easily monitor meaningful trends over time and spot issues early.



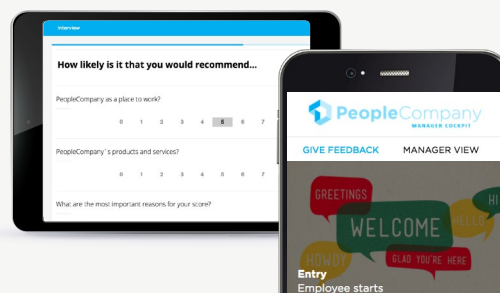
This provides your organisation with a full, ongoing view of employee experience in real-time. Role-based dashboards mean team managers can track how candidates and employees are feeling, while HR Directors receive a high-level view, enabling them to identify larger trends. Fix it quick by making fast individual and organisational interventions, such as reaching out to specific people before it's too late, and fix it for good through wider process improvements that attract staff, get them up to speed faster and keep them for the long-term.

## THE QUESTBACK TOUCHPOINT MODEL (QTM)

Based on a combination of academic research and years of real-world experience, the Questback Touchpoint Model (QTM) focuses on three critical areas:

- ❖ The Fit between candidates/employees and their supervisor, the organisation, their role and their team.
- ❖ Engagement with the organisation, and its goals.
- ❖ Employee Net Promoter Score® (eNPS), measuring willingness to recommend the organisation to others.

Standardised, automatically triggered questions ensure that you receive a consistent measurement of these three factors, across the employee journey. This builds over time, allowing managers to spot trends and take immediate action if gaps develop, boosting attraction, productivity and retention.



# TRANSFORM THE EMPLOYEE JOURNEY TO WIN THE WAR FOR TALENT

## ATTRACT THE BEST TALENT

**81% of candidates who have a negative experience will share it with their network.** 1 in 5 new hires is a mistake.

Assess what attracts top talent and improve your recruitment process and the candidate experience. Avoid dropouts and keep people interested by acting quickly not only to fix potential issues, but also to protect your brand and reputation. Make the right hiring decisions by measuring candidate fit with your people and organisation.



**1 IN 5** CANDIDATES WILL TAKE NEGATIVE ACTION  
AFTER A POOR CANDIDATE EXPERIENCE (CEB)

## ACCELERATE NEW EMPLOYEE RAMP-UP

New joiners are typically **just 50% productive after 3 months**. Improve this by making sure your hires fit more strongly from the outset, and tracking any perception changes as they go through their onboarding journey. Performance is linked to experience, so by listening to their concerns and taking immediate action in these critical first weeks and months, you can use this insight to keep them motivated, and adapt processes to transform your business in the future.



**15%** INCREASE IN DISCRETIONARY EFFORT  
AFTER A POSITIVE CANDIDATE EXPERIENCE (CEB)

## RETAIN AND EMPOWER NEW HIRES BEYOND THE FIRST YEAR

**1 in 4 new employees leave in their first year**, often before they are fully productive. Understand why by listening to their concerns and pinpointing areas where your employee experience is failing to deliver. Use this insight to see when and where you made your people feel that they don't fit anymore. Analyse trends, make organisational improvements, and ultimately boost the bottom line by creating an environment where your top talent wants to stay.

POSITIVE EXPERIENCE LEADS TO **38%**  
INCREASE IN NEW HIRES INTENT TO STAY (CEB)





# EMPLOYEE TOUCHPOINT AT A GLANCE FEATURE LIST



## EASY TO SET UP CLOUD-BASED SOLUTION

built on best practice and ready to use out of the box.



## FEEDBACK SURVEYS AUTOMATICALLY TRIGGERED

as each touchpoint is reached, then immediately analysed within Employee Touchpoint.



## INSIGHTS SHARED VIA ROLE-BASED, REAL-TIME DASHBOARDS

for managers, HR Directors and executives. Drill down to individual employees and touchpoints or zoom out for the global picture.



## OPEN, SEAMLESS INTEGRATION

with other HR systems including Applicant Tracking Systems (ATS), automating processes and eliminating manual data entry.



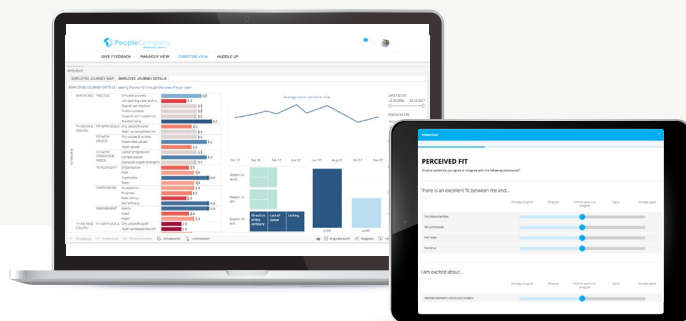
## SECURE DATA HOSTING

in European and US data centres protecting your confidential employee information.



## FULL LOCAL SUPPORT

from Questback's experienced and knowledgeable professional services team.



## WANT TO FIND OUT MORE?

Contact us to arrange a live demo on +44 (0) 207 403 3900 or send us an email to

[post.uk@questback.com](mailto:post.uk@questback.com)

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**Questback** is a complete feedback system that helps companies transform customer, employee and market research programmes. Used by thousands of companies, including 1/3 of the Forbes list, Questback is the smarter, faster way to manage feedback. Get the software, services and human support you need to manage customer, employee and market feedback – all in one place.