



# Employee Perception Analysis

For a Large US Enterprise

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## SUMMARY

This case study discusses the survey solution delivered to a large-scale enterprise in USA, to understand, as well as improve the overall employee engagement and satisfaction level, measured over a milieu defined by multiple quantitative and qualitative decision levers.



## THE CASE

SIBIA conducted an employee perception analysis for the company which could:

- Identify key drivers that guide employee engagement levels within the organization.
- Investigate the discerning factors for different aspects of engagement.
- Conduct an EPS on an annual basis using a standard model.

## THE CONTEXT

Employee perception is considered to be one of the important factors that influences the long-term productivity and image of an employer. In general, employees find themselves behind-the-scenes when it comes to a company's public projections.

An Employee Perception Survey (EPS) is conducted every year to understand the employees' overall engagement/satisfaction level in the organization. The survey intends to recover a particular array of information with respect to qualitative and quantitative aspects. It provides the management team to understand resource structure and allocation and improve organizational processes.

An efficacious employment survey model helps generate true employee insights for the organization to stay in sync with the pulse of its workforce. They remain aware of the areas with potential of development, as well as the policies that require amends/improvements.



## THE PROBLEM(S)

The USA-based enterprise believed that an annual Employee Perception Survey and Analysis is a requisite when it comes to the overall development of internal processes.

- However, it was unable to finalize a defined set of evaluation parameters and an effective assessment model for the purpose.
- In addition, they required to establish the relative positions of each operational unit in terms of the engagement levels of their employees.

## THE APPROACH

Our approach was to find out the most significant impacting factors or “decision levers.”

- The final set of drivers with a high impact on engagement levels were measured through a carefully formulated questionnaire.
- Four operations & segments across the organization were isolated for the survey.
- 70k+ responders were made to take the survey to obtain a dynamic volume data that provided a quantitative measure of each driver.
- Composite factors were derived out of the responses that were targeted towards multiple drivers.

## THE SOLUTION

We delivered an intricate and advanced solution based on the data obtained from the survey results.

- We built multiple regression models that derived factors to connect it to the drivers.
- The overall engagement was measured around the final 16 drivers, which were inclusive of Manager Quality, Role, Innovation, Communication, and Culture.

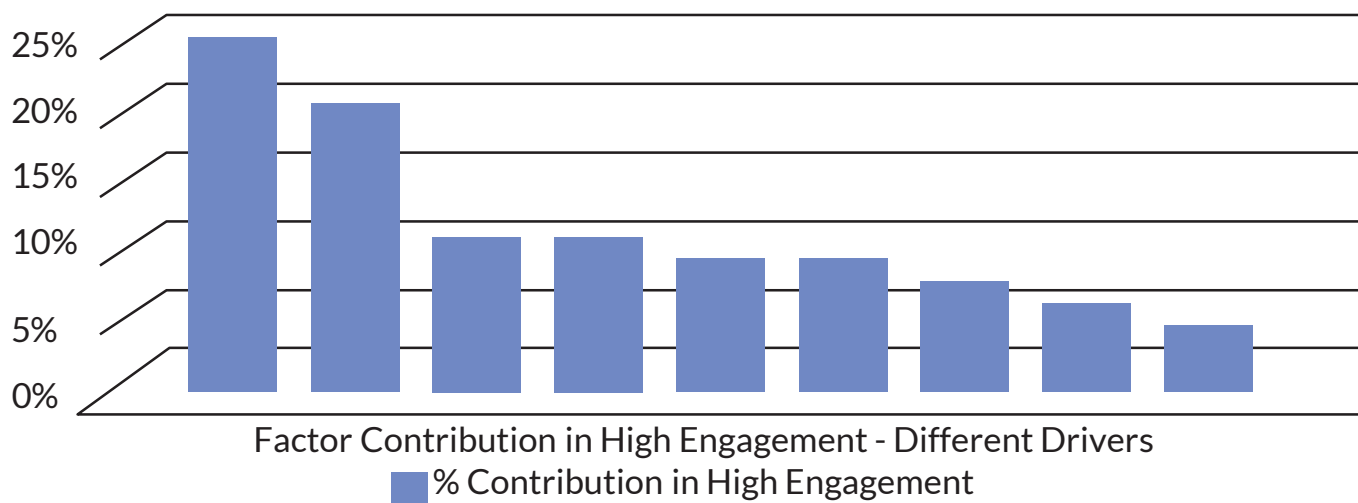


# RESULTS

## Regression Analysis

- Out of the 11 factors taken into consideration for the survey modeling, 08 were found to be highly significant in explaining the Overall Engagement Score.
- Management & Role, Senior Executives, and Fairness were found to be the most impacting drivers for a High Engagement.
- Compensation, as opposed to the expectation, was one of the least important factor when it comes to explaining a high level of enagement.
- Work-Life balance emerged to the least important impactor during the Engagement Score.

Factor Contribution in High Engagement - Different Drivers  
(Driver names abscurd)





## Correlation Analysis

- Overall Engagement Score was found to be highly correlated with Role & Senior Executive Scores, closely followed by the Compensation and Day-to-Day Scores.
- Engagement Score is least correlated with Team & Work Life Balance.
- Role & Senior Executive Scores are very highly correlated, while Manager & Work Life Balance scores exhibit a high correlation.

	Engagement	Compensation	Customer Focus	Day to Day Resource	Fairness	Innovation	Learning n Dev.	Manager	Role	Sr. Executive	Team
Engagement											
Compensation	0.641										
Customer Focus	0.534	0.477									
Day to Day Resource	0.643	0.586	0.620								
Fairness	0.559	0.541	0.372	0.482							
Innovation	0.609	0.583	0.578	0.610	0.426						
Learning n Dev.	0.617	0.597	0.565	0.654	0.435	0.644					
Manager	0.587	0.636	0.453	0.536	0.415	0.666	0.607				
Role	0.752	0.688	0.503	0.613	0.491	0.656	0.679	0.700			
Sr.Executive	0.754	0.676	0.559	0.669	0.565	0.630	0.636	0.609	0.715		
Team	0.525	0.505	0.479	0.545	0.407	0.567	0.542	0.587	0.580	0.548	
Work Life Balance	0.536	0.589	0.427	0.548	0.407	0.600	0.535	0.744	0.584	0.550	0.517