

Case Study

Adecco



The Adecco Group, based in Zurich, Switzerland, is the world's leading provider of HR solutions. A Fortune Global 500 company, with close to 32,000 FTE employees and more than 5,500 offices, in over 60 countries and territories around the world, Adecco Group offers a wide variety of services, connecting more than 600,000 associates with over 100,000 clients every day. Because people are at the center of everything that the Adecco Group does, it is important for them to maintain an open channel of communications with their base of employees and clients to understand their needs and how they evolve overtime. In early 2008 Adecco selected the Survey Analytics platform as their resource for the creation and distribution of a global survey campaign to get in touch with that base.

By July 2008, Adecco had produced and distributed its first survey to over 400,000 clients and associates. The survey itself

- was targeted and segmented at two different audiences: clients and employees made easy by Survey Analytics' accessible interface and segmentation options.
- was distributed globally, from the U.S. to Japan. The surveys were able to cover multiple continents, characters, and 15 different languages.

The survey allowed Adecco Group units to reach a number of goals, including:

- Identifying strengths and weaknesses at unit level that require deep process change.
- Discovering the importance of satisfaction attributes to help prioritize actions
- Assessing brand positioning and standing among key competitors.
- Enabling acquisition and retention of clients and associates.

Management commitment to high service quality standards and continuous feedback management led Adecco to establish a regular survey process twice a year (in both March and September) through the Survey Analytics platform, which allows the company to gain more information, insight, and best practices.



Helena Naganuma Rasetti, Senior Director at Adecco, said

“Working with Survey Analytics has allowed us to achieve a long-term vision of our company: to own the voice of our customers and let it shape the way we do business. Survey Analytics is an easy to use platform with very advanced features that allows us to accommodate the particularities of each country survey while maintaining a standardized survey methodology. This brings invaluable benefits to our surveying process. Customer service is excellent and quite reactive to questions or software adaptations we request. In addition, the Survey Analytics team is very bright and clearly passionate about its product, constantly bringing in new features that broadens our possibilities in the survey world. I’m definitely committed to it in the long-run.”

The surveys have created awareness among the management teams about the strengths and weaknesses of Adecco. Changing behaviors based on feedback is expected to also yield changes in Adecco Adecco Group’s net promoter score. To learn more about the Adecco Group, visit www.adecco.com.

Client Feedback Surveys

Client attraction and retention is key to maintaining customer relationships. Whether you’re finding out how a particular project went, how users interface with your web site, or collecting suggestions for an upcoming engagement, it is important to maintain industry survey best practices. According to Forrester Research’s article “The Four Essentials Of Effective Web Site Intercept Surveys,” two of the four best practices for online feedback (beyond survey content) are “streamlined experiences and usable interfaces”.

Survey Analytics’ leading software ensures not only an accessible and streamlined experience for the survey taker, but also for the survey creator. This allows companies to collect meaningful feedback while also ensuring a straightforward and streamlined experience for the user.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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