

## Employee surveys

Creating a high-performance organisation  
Practical and relevant solutions



Are you looking for answers to the following questions?

How can my company...

- further improve its performance?
- react to change quickly and successfully?
- ensure that employees are committed and satisfied?
- recruit and retain engaged and capable employees?
- reduce staff turnover?
- become more customer-friendly?

It's simple. Ask the experts who know your company best – your own employees. Let us give you a hand.

We can offer you

- Employee surveys – individually tailored to your needs
- Detailed reports and data evaluation as a basis for strategic decisions and change management
- Statistical analyses to evaluate the significance of individual elements of the organisational framework and its effect on employee engagement, commitment and satisfaction
- Specific action portfolios tailored to the needs of employees in your company and individual departments
- Flexible structuring of the survey, coordination, documentation, support in determining and prioritizing measures to be taken, implementation support
- Individual expert support
- Profound experience with all sizes of companies in various sectors and countries

### Balancing act between requirements and resources

Companies are currently faced with formidable challenges. Markets are subject to major fluctuations, price pressures are growing and the demand that employees remain enthusiastic and flexible is constantly rising.

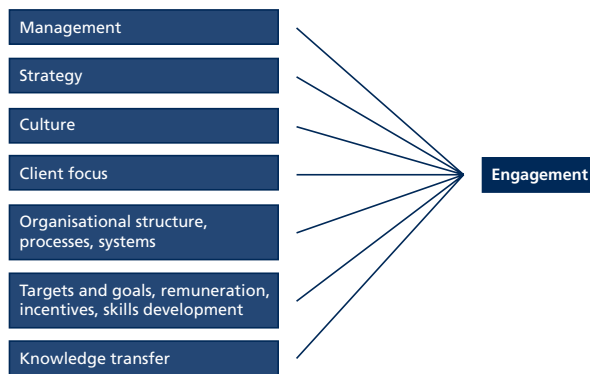
Change management is part of everyday life. How can a company become a high-performance organisation under these difficult market conditions?

### What defines a high-performance organisation?

It is well known that optimal conditions allow top-level performance to be maintained and even improved, which is why it makes sense to conduct employee surveys in order to evaluate crucial organisational constraints and management practices necessary for achieving high overall company performance. Scientific research has found that company performance essentially depends on three factors:

- Engagement of employees
- Focus on the company's aims and its strategy
- Organisational constraints for maximum performance (see diagram 1)

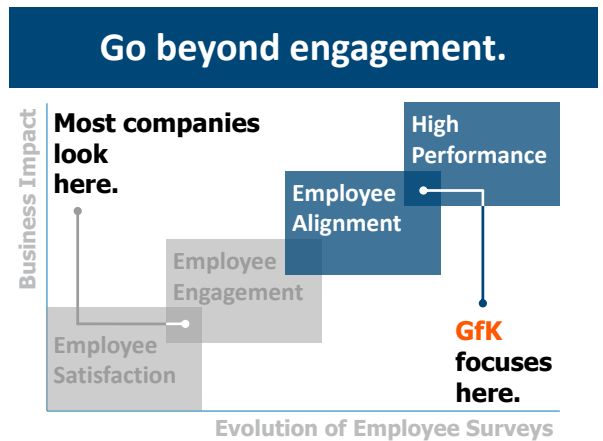
Diagram 1



### High-performance organisations

It is the "soft" organisational constraints in particular that have the greatest influence on the business and financial performance of a company. Based on meta-analyses of 90 international scientific publications on high-performance organisations, GfK Switzerland AG, Trustmark has developed profound expertise in understanding the organisational constraints and management practices that are relevant to maximizing performance. We put these scientific findings into practice (see diagram 2).

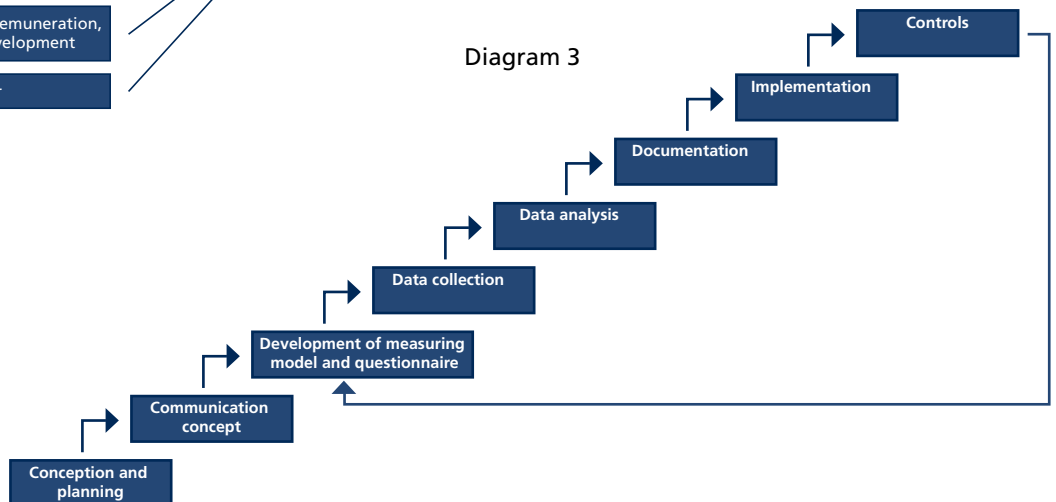
Diagram 2



### Employee survey

GfK Switzerland AG, Trustmark will accompany you through the entire process of your employee survey: from its conception and execution to its thorough evaluation, analysis and documentation of results to the implementation of the necessary measures (see diagram 3).

Diagram 3



### 1. Conception and development of the questionnaire

GfK Switzerland AG, Trustmark has compiled a comprehensive catalogue of questions focused on corporate performance to provide companies with parameters to help them improve their performance. The catalogue of criteria for high-performance organisations is reviewed annually and updated as necessary with the latest findings.

### 2. Execution – efficient and user-friendly

We attach great importance to the meticulous planning and conducting of employee surveys that are efficient and user-friendly. For online surveys, we use secure, reliable and intuitive IT tools. We provide you with the online application OrgManager to record your company structure and staff register.

OrgManager: Records and processes your company's structure and employee data in a multi-user environment.

Response: Provides response rates on all levels while the survey is in progress.

### 3. Analysis and statistical modeling – experience and expertise

We are experts in statistical methodology. Our analysis team consists of highly qualified mathematicians and statisticians, who use state-of-the-art causal statistical models (PLS, partial least squares) to identify which aspects of your organisational structure have the greatest impact on employee engagement and performance. This allows you to focus on the main drivers of organisational performance.

### 4. Comprehensive documentation

Survey findings are prepared and documented to meet your requirements. You will receive individualized, informative reports that can be used directly for presentation. Findings are provided in PowerPoint, pdf and Excel formats suitable for all divisions of your organisation.

#### Evaluations include:

- Mean scores and response distributions
- Cross-departmental comparisons
- Internal benchmarks
- Portfolios of recommended action areas for every department, highlighting action priorities

#### Available on request

- Tables  
Clear comparisons between various departments and demographic groups
- Downloads  
Individual reports, presentations and further documents for download or email distribution in a multi-user environment
- Online reporting  
Additional and more in-depth analyses on survey data
- Text mining  
Categorization of comments to open questionnaire items. We can determine objectively which issues were mentioned and in what context (statistical and linguistic methods)
- External benchmarking  
For comparison with other companies in your industry

### 5. Implementation

#### Presentations

- Presentation of results to company and department management incl. benchmarks
- Additional cross-departmental comparison and analysis
- Portfolios of recommended action points
- Explanation and discussion of results
- Highlighting of areas requiring further attention

#### Practical workshops

A completed employee survey reveals areas where action is required. We have a lot of experience in working together with HR, management and senior management to develop and implement effective action plans in response to survey results. We not only provide evaluation systems, we also develop a comprehensive concept for the successful implementation of any necessary actions.

#### Tracking of measures

- FollowUp  
An IT tool for the conception, documentation and evaluation of measures to be taken during the follow-up process to help ensure the success of any actions taken.

## We are there for you

### Our mission

Decisions are based on knowledge. We help companies to make decisions.



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Head of HR research department at GfK Switzerland AG, Trustmark since March 2001. Consultant and project manager for large national and international companies. Previous experience as psychological therapist and advisor to Psychiatric University Hospital, Zurich, active in university research. Author of various specialist papers.

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### Why GfK Switzerland Trustmark?

- We tailor our employee surveys to your company's individual requirements. We take an integrated and results-oriented approach.
- We have been implementing national and international projects in small to very large companies in the private sector as well as governmental and public services since 1992.
- The international GfK network supports the efficient implementation of international projects.
- Online and paper surveys are available to obtain optimal solution for any type of workplace.
- We have acquired profound expertise in complex online surveys in many different languages.
- Graphical visualization of results in illustrative report styles are flexible and tailored to meet your needs.
- We provide a data privacy seal and certificates.
- We also offer standard solutions for smaller companies.



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GfK Switzerland, based in Hergiswil/NW, is Switzerland's largest market research institute and the country's only full-service provider of qualitative and quantitative market research. GfK Switzerland belongs to the international GfK Group, which is based in Nuremberg, Germany, and is one of the leading market research companies in the world.