

Project:

Employee Satisfaction

Research Type:

Quantitative

Region:

Worldwide

Sector:

Telecommunications

Client:

Gerd Henricson
People & Culture Director
SmartTrust



Business Challenge

SmartTrust is a leading global provider of infrastructure solutions designed to provide mobile phone subscribers with easy to use and secure personalised services.

The company operates on a global basis and commissioned Business Advantage to conduct an internal survey to determine how employees perceive it. The survey was designed to gather information on job satisfaction, perceptions of management, perceptions of the employee's own role and reaction to company communications.

Methodology

Using a web survey research tool, Business Advantage emailed 186 employees inviting them to take part. There was a very high participation rate, with 176 staff members from 11 countries taking part in the study. Confidentiality was an important consideration and respondents were able to reply anonymously, if they wished.

Business Advantage initially sent a report on the findings to the People & Culture Director, and then Chris Turner (MD of Business Advantage) presented the results of the survey to the Board in Stockholm. Business Advantage also made a presentation to the management team in London. The People and Culture Director shared the results with all departments in the company.

Three focus areas were defined for the whole company and for each department, for example, communications, training and career development.



SmartTrust is a world leader in Mobile Device Management and SIM based services for mobile operations





Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Why choose Business Advantage?

Gerd Henricson, the People & Culture Director commented:

"We chose an external consultancy because of confidentiality. I got all the support I needed from Business Advantage and everybody tried to answer my questions. The survey was the first one of its kind to be undertaken for SmartTrust and we learnt a lot from it."

Gerd continued:

"From an HR point of view, you are fully aware of which things work, but have no evidence. Chris Turner and his team have supported me very well. They are very skilled, it is very important that you get on well with people, when working together closely. I felt confidence in them and the data when they were presenting the information and they were able to give recommendations which added real value."

Subsequent Actions

Gerd subsequently commissioned a follow-up study which took place a year later. This time Sue Hannay was in charge of the project. Some new questions were added and Chris and Sue presented the findings to the management team in London.



Gerd commented:

"I was extremely satisfied with the follow-up study. The research team used creativity to word the questions in a way that people who speak English as a second language could understand. There was a 94% response rate to the questionnaire this time."

Following the initial presentation, Business Advantage undertook some additional analysis to clarify how the information from certain departments related to the overall results.

Gerd added:

"Business Advantage really supported me; they are very flexible in responding to customer needs. This is the second time we have worked with Business Advantage on this type of project and it is very likely that we will do so again in the future."

For further information please contact:

Sue Hannay

Director
Research Services

Business Advantage
Pel House
35 Station Square
Petts Wood
Kent, BR5 1LZ
United Kingdom

Email:

sue.hannay@business-
advantage.com

Tel:

+44 (0)1689 873636

Web:

www.business-advantage.com