

# Employee Surveys

Find out why your employees stay—and why they go.

Employee engagement creates loyal customers. And a 5% improvement in customer loyalty results in a 25-85% improvement in profits.

- Harvard Business Review

## Understand the drivers of employee satisfaction and engagement

Brand Championship Surveys from Market Force Information® assess ten topic areas key to employee satisfaction, including:

- **Resources:** The required tools, training, and resources to do their jobs
- **Teamwork:** Teamwork to achieve goals
- **Work-Life Balance:** The ability to balance the demands of work against time for family and play
- **Opportunities for Growth:** Career paths and employee development
- **Pride in Product/Service:** Pride in the quality of the product or service produced by the company
- **Mission and Purpose:** Alignment of individual goals and corporate goals
- **Management:** Management's ability to support employees and get the job done
- **Fairness:** Policies and problem resolution
- **Communication:** Clarity and appropriate knowledge transfer
- **Engagement:** Commitment to the brand and organization

**C**OMMITTED EMPLOYEES HELP REDUCE RECRUITMENT AND training costs. But just as important, satisfied employees create a better experience for customers—which in turn leads to higher customer satisfaction, loyalty, and recommendations. Brand Championship Surveys will help you understand the experience employees have working for you—and how that translates to a better customer experience.



**Employee Surveys:** Find out why your employees stay—and why they go.

**SOLUTION  
POINT OF VIEW**

**EMPLOYEE FEEDBACK MATTERS TO YOUR  
BOTTOM LINE GROWTH**

Do your employees love coming to work? Do they live the brand and create exceptional experiences for your customers? Market Force's employee engagement surveys help you assess how you can create a more loyal and motivated employee base—at both the brand location level. Our Brand Championship Survey:

- Measures the engagement of employees with your brand
- Identifies areas of risk for the business
- Links the impact of employee satisfaction to customer satisfaction, costs (e.g., labor), revenue and profit.

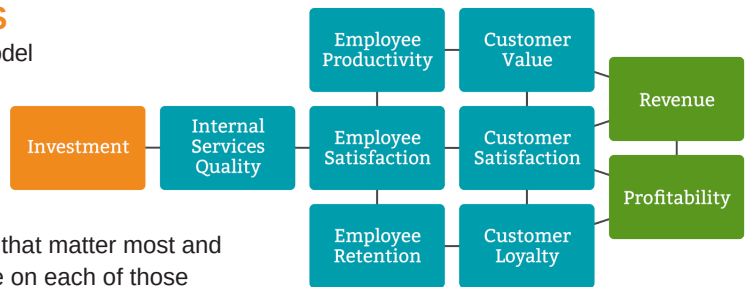
We help you identify which critical drivers of employee engagement matter most and which regions, managers, and locations need to improve on each of those drivers, and we'll help you build action plans for ensuring you reach your goals.

**SERVICE PROFIT CHAIN MODEL LINKS  
ENGAGEMENT, REVENUE AND COSTS**

In 1994, Heskett introduced the Service Profit Chain Model in an influential Harvard Business Review article.

Market Force uses this time-honored framework to link employee engagement to increased customer loyalty, lower costs, and higher revenue and profit.

The Market Force Analytics team will use predictive modeling to identify the areas of employee engagement that matter most and which locations, managers, and regions need to improve on each of those areas. We'll help you build action plans to reach your goals in making every employee a champion of your brand.



**We'll help you  
make every  
employee a  
champion of  
your brand.**

**Our Solutions**

 **Strategic Advisory Services**

 **Technology**

 **Measurement Channels**

 **Analytics & Insights**

 **Market Research**



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