Team Member Satisfaction

What gets measured gets acted upon.

ZENMANGO™
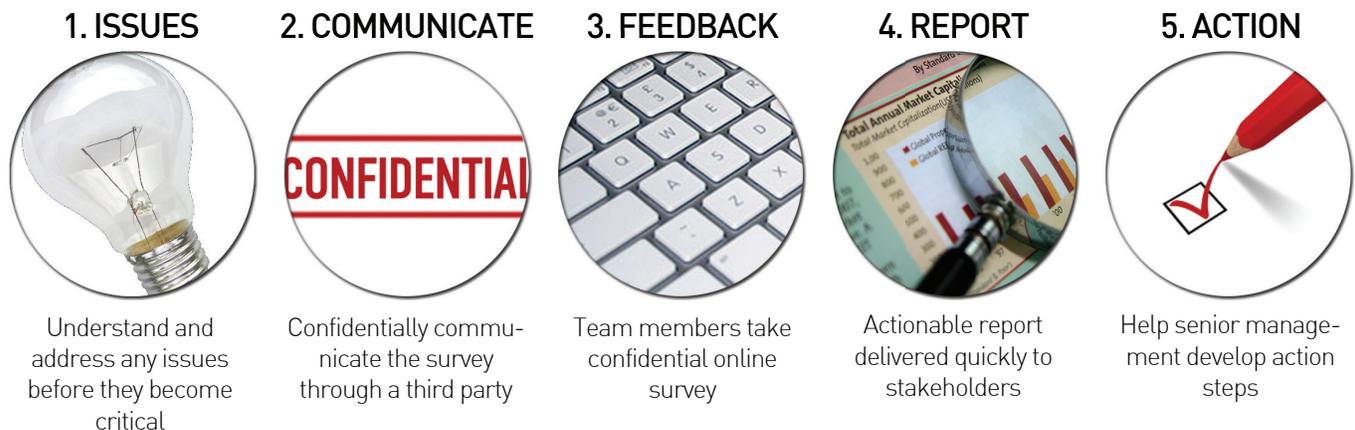Marketing . Brand Strategy . Research

What is it

The Team Member Satisfaction study is an online survey conducted confidentially among an organizations team members. The average team member satisfaction study fails because:

- Respondents don't feel open enough to share the requested information for fear of it being used against them.
- Respondents don't feel it will help their situation (work environment) anyway.
- Results are not acted upon or are used incorrectly.

This Team Member Satisfaction study addresses these issues by making the study completely confidential to promote candid responses and developing an action plan to be implemented by senior management.

How does it work

There are 5 steps to implementing the Team Member Satisfaction study:

1. ISSUES	2. COMMUNICATE	3. FEEDBACK	4. REPORT	5. ACTION
Understand and address any issues before they become critical	Confidentially communicate the survey through a third party	Team members take confidential online survey	Actionable report delivered quickly to stakeholders	Help senior management develop action steps

Study results are only as good as the research methods used. We take pride in producing a battery of questions to insure your brand with actionable results.

When measuring team member satisfaction, we base our study design around three areas:

Confidentiality: A privacy barrier between the team member and employer insures constructive responses.

Actionable Insights: Key questions are included in the study, designed specifically to help build actionable goals. This design produces the most critical feature of the study; progressive, measurable results.

Communication: Team members are informed about the process and are aware that their results will not be reviewed individually. They are also informed on what actions will be taken based on the study. Nothing damages team member moral like measuring satisfaction and doing nothing with the results.

Our report gives actionable insights. The research includes buy in from all stakeholders of all ranks for a greater response rate. Best of all, the study is cost efficient.

Why do you need it

It is a known fact that happy team members make a better customer experience. Unsatisfied team members can directly affect a guest experience and produce unsatisfied customers instead of creating brand loyalty. Happier team members are retained for a longer period of time and make for a better guest experience.

An organization's bottom line depends on satisfied team members. While sales levels and employee turnover are trailing indicators, team member and customer satisfaction measures are leading indicators for your bottom line.

What is YOUR brand doing to insure satisfied team members?