

Insight Surveys: A Means of Creating Lasting Value



We believe that reliable assessment is vital to leading change and creating lasting value within your organisation.

With so much importance placed on hard metrics in today's business environment, it is easy to overlook the 'softer', human issues – behaviours, attitudes, and interactions. However, it is these human factors that often present the greatest challenge to leading, effecting, and creating lasting change.

Proven track record of success

Change Management Group (CMG) has a proven track record of developing bespoke surveys and managing large-scale, global survey projects. We use qualitative and quantitative analysis to evaluate relationships between groups of people, both within an organisation and beyond, including employees, customers, patients, suppliers, and other stakeholders.

How CMG can help

We work with you to design and implement a survey solution that is tailored to meet your organisation's specific culture and business objectives. We do not offer off-the-shelf assessments because we believe that one size does **not** fit all.

Using the bespoke survey solution we design with you, we can help you gain valuable insight into and a deeper understanding of the behaviours and attitudes of your stakeholders.

- **Supplier viewpoint surveys.** In a world where the best suppliers can choose which retailers they work with, assessing, monitoring and managing your relationships with your suppliers is crucial to ensuring a consistent supply of quality products – and satisfied customers.
- **Customer surveys.** Commercial businesses succeed or fail depending on the quality of the customer experience they create. In fact, an unhappy customer

Relying on anecdotal evidence to inform and guide your change agenda is risky.

Reliable and valid data is crucial to the success of your change initiatives.

will tell about 10 people about their poor experience, and it may also lead them to take their business elsewhere. A clear understanding of your customers' needs, buying behaviours, and expectations is essential to helping improve their satisfaction and loyalty.

- **Change readiness surveys.** Change initiatives are often blocked or delayed by employees' resistance to change, uncertainty, and lack of information about the change. A change readiness survey can help you identify which of these, or other factors, could jeopardise the success of your transformation, enabling you to plan and communicate appropriately before the start of your change initiative.
- **Employee surveys.** To a great extent, the success of your organisation depends on the abilities, motivations, and engagement levels of your employees. Employee surveys can help you identify the factors that drive employee attitudes and behaviours, and understand how you can develop a more committed, engaged, and productive workforce.
- **Patient satisfaction surveys.** Hospitals are under continuing pressure to reduce costs while maintaining quality of care and delivering a more customer-oriented patient experience. Patient satisfaction surveys play a critical role in helping you monitor your hospital's quality of care and determine how well you are meeting your patients' expectations.

Benefits of insight surveys

Whether you are interested in gaining a deeper understanding of the behaviours and attitudes of your employees, customers, suppliers, or patients, insight surveys offer many benefits:

- An opportunity to engage more deeply with your stakeholders by giving them a voice in the change process
- Senior leaders who have a shared and thorough understanding of what is currently working in your organisation and what isn't
- Help set your organisation's change agenda by providing clear, objective, and reliable data to identify areas where change is needed and develop practical, actionable solutions
- A necessary baseline against which you can measure the success of your change initiatives, and make course corrections as required

"Tesco Supplier Survey is an important feedback mechanism from our entire supply base on how we are working together. It enables us to celebrate what's good and identify what can be improved."

Richard Brasher
Commercial and
Marketing Director, Tesco

For further information about Change Management Group and our work, visit our website: www.changemanagementgroup.co.uk or to arrange a meeting, contact: **Moaki Castro** +44 (0)20 8819 9459.