

Case study

Client: The Association of British Insurers (ABI)

Project: Annual staff survey

Requirement

The ABI wanted to have a systematic measurement of staff views about a range of issues (strategy, teamwork and communications, culture, HR issues, etc.) and a measurement of overall satisfaction across a number of dimensions. It also wanted to be able to track these measurements across time and to be able to assess the impact of new initiatives and changes. Peter Hyde Management Consulting has been commissioned to conduct annual staff surveys since 2005.

What we did

We developed a questionnaire in conjunction with the ABI's Executive Team, delivered it online to staff and reported on the findings. Initially, the survey was delivered via a bespoke online system, but now we use SurveyMonkey. The questionnaire contains background information on respondents, questions on a wide range of issues and a number of satisfaction scales; there are also open-ended questions to allow individuals to amplify their answers or raise issues of concern. We produce an overall report, as well as individual reports for each Directorate, facilitate a discussion of the findings by the Executive Team and present them to a staff meeting.

Outcomes

The surveys have allowed changes in the views of ABI staff to be tracked. They offer a reliable barometer of staff morale. They have identified a number of specific issues which the Executive Team have addressed. The survey is now seen as an important management tool.