

Clicktools helps Yorkshire Building Society increase employee satisfaction surveys response rates and improve employee morale.



Yorkshire Building Society is Britain's second largest building society with assets exceeding 30 billion pounds. The company provides financial services through 179 branches and 90 associated agencies across the UK.

The Story

Twice a year, Yorkshire Building Society sends out a confidential employee opinion questionnaire called the "Pulse" survey to solicit staff feedback in areas of morale and corporate culture. The survey is live for three weeks in order to give all staff enough time to respond.

After implementing Clicktools, the response rate jumped by 10%. Employees liked the new, more personal survey design and felt it allowed them a real opportunity to talk back and discuss their issues. According to Debbie Hughes, Service Improvement Manager, Business Design at Yorkshire Building Society, "We were able to publish a communication to our employees based on their survey feedback saying 'This is what you told us, and this is what we're doing about it', and it really helped to increase morale having our staff know we were actually listening to them."

Yorkshire Building Society also utilized Clicktools to automate its branch marketing surveys, which were previously being done via telephone. These were extremely time-consuming and the quality of the feedback was questionable. With Clicktools, Yorkshire Building Society was able to simply email a link to an online survey to branch staff and increase the overall response rate from 23% to over 70%. Not only did the response rate triple, but Yorkshire Building Society was able to save an enormous amount of time and effort in creating the surveys.

"We had more trouble coming up with questions for the survey than we did actually building and deploying it in Clicktools," said Debbie. "We also love the ability to apply our own corporate branding to the surveys and segment the feedback exactly the way we want. And the service we get from the Clicktools support team is absolutely fantastic."

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Debbie Hughes, Yorkshire Building Society

Client:

Yorkshire Building Society

Clicktools Primary Use:

- Employee Satisfaction Surveys

Challenge:

- To increase the response rate for employee satisfaction surveys

Main Wins:

- Increased response rates
- Reduced time spent creating surveys
- Overall business process improvement
- Increased overall employee morale

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