

# Why including employees' voices is crucial

## Are you listening to your most vital asset: your employees?

Your people are your competitive advantage. While we see increasing use and implementation of continuous feedback platforms, our 2020 Global Talent Trends Study shows that just 3% of HR teams in Germany believe they deliver an exemplary Employee Experience (EX) today. Around 58% of companies are redesigning their organizations to become more human-centric but just 11% say EX is a driver of how they are changing. To make a difference it's crucial to follow a more people-centric approach.

When we talk to clients, we are often surprised to hear that the majority of organizations have not considered benchmarking their offerings against the preferences of their employees. However, treating employees as customers, understanding their preferences increases the chance of a successful project delivery and implementation.

## Involve employees to determine what is relevant to them

As defined in our 2020 Global Talent Trends Study: "Employee experience is the intersection of an employee's expectations, the environment, and events that shape their journey within the organization".

Integrate the voice of employees into your projects by utilizing Mercer's qualitative and quantitative preference research methods, which provide a unique selling proposition to your employees. Deliver on the EX by involving employees and determining what is relevant and desirable to them. While quantitative methodologies, such as surveys, are valuable, qualitative methodologies are increasingly being used due to the insights they deliver and thanks to advancement in technology.

## Quick to implement and instant results reporting

Digital focus groups are a scalable technology that provides an open dialogue between a moderator and potentially hundreds of conversation participants. Artificial intelligence analyzes and distills themes and sentiments from qualitative feedback – all in real-time. Setting up a digital focus group is quick and easy, and reporting is available instantly. Direct feedback from your employees is a good starting point to integrate employees' voices and preferences into your projects. This becomes even more relevant during these challenging times which demand a new way of working.

## Why is it time to act?

EX drives competitive advantage as confirmed in our Global Talent Trend Study: "86% of executives agree HR needs to rethink its paradigm for success given the importance of the employee experience". We are excited to collaborate with our clients to bring out the best in your most vital asset – your employees!

Talk to us today to learn more about our digital technologies and preference research methods!



# People insights to optimize the employee experience (EX)

**Mercer EX Preference Insight equips organizations to take decisive action, and make evidence-based investments in their people. Explore critical aspects of the employee experience, such as Benefits, Total Rewards, Culture, or the broader Employee Value Proposition.**



## Digital Focus Groups (powered by Remesh)

Enable organizations to engage in a collective conversation where employees can share their voice freely, and react to sentiments shared by their colleagues. Speed, scale, and agility make Digital Focus Groups an incredibly versatile solution.



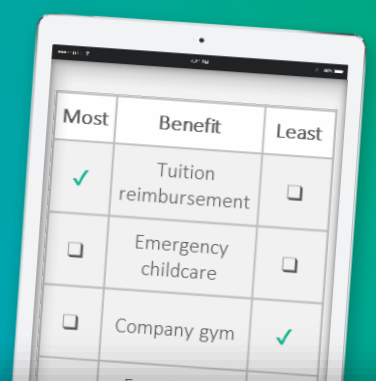
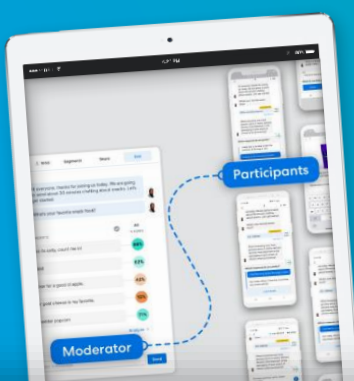
## Crunchr Preference Survey

Delivers an interactive, gamified, and mobile-friendly user experience. Rich data and analyses highlight what is important to your people collectively, by demography, and according to their selections.



## Simplified Conjoint Survey

Gains insight into the unique and diverse needs and preferences of current employees to provide evidence-based insights into targeted people investments to enhance the EVP.



**Understand, explore and validate experiences, preferences and satisfaction of employees related to aspirational or current total rewards programs to uncover opportunities to enhance the employee experience, program satisfaction and optimize investments in total rewards.**

Visit our website: [www.mercer.de](http://www.mercer.de)

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