

SMART PEOPLE  
**BUDGET**

**Quick Reference Guide:**

- Strong growth placing demands on staff development and retention
- Requirement to meet HSE legal compliance
- 1850 employees surveyed, both electronically and in hardcopy where required
- Results benchmarked against Top 100 Companies to work for

## Target: Be One of the Best 100 Companies to Work For

### – Insurance Industry

#### *The Company:*

**B**udget Insurance is a specialist as an intermediary in the sale of domestic insurance (car, bike, home etc.). The company has experienced strong growth through mix of acquisition and organic. These successes have created particular demands on the development, retention and attraction of human resource. The HR strategy includes plans to bolster the workforce skill base. This will help in supporting headcount growth at the organisation. Fresh recruitment policies and systems are already in place with external support for the attraction and selection of candidates over the next two years. Reward and Compensation has been reviewed, with pay and benefit increases already implemented across the organisation.

#### *The Challenge:*

Budget needed to perform an internal staff survey to address the HR concerns regarding retention, well-being and management of pressure in the organisation. With the awareness of the legal requirements in stress risk assessment, they needed to measure and determine the following:

- Benchmark performance against The Best 100 Companies to Work For requirements. This benchmarking would in turn help in planning for achievement of Best 100 status in 2005;
- Information on issues of retention, understanding key levers and planning how to increase length of service;
- Check current health and well-being – identifying any hotspots and planning how to increase positive well-being.

#### *The Solution:*

Budget commissioned Mosaic Business Dynamics (a SurveyShack Consultant Partner) to conduct a survey using SurveyShack's online research technology. The survey consisted of approximately 120 questions across 15 pages. SurveyShack's tool was used to create, distribute and manage the survey across all employee groups. It was published both

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electronically and on paper and was distributed to approximately 1850 staff members spread throughout the 3 main offices in Peterborough and Coventry, as well as high street retail outlets throughout the UK and home-based employees.

The SurveyShack tool was used to manage the survey process, including publishing, distribution, analysis and interpretation of the responses, for feedback to the Board of Directors, senior managers, managers and all members of the workforce.

The SurveyShack tool enabled Mosaic to create approximately 15 targeted surveys, manage all these surveys on a real-time basis, and have the responses automatically analysed far quicker and more cost effective than any other mechanism available.

*‘The ability to automatically receive, collate and filter the vast amounts of data made the analysis a total breeze’ says Maggi Evans of Mosaic Business Dynamics. ‘This allowed us to focus far more on the interpretation of the data, thus allowing us to provide much deeper insight and considerably richer recommendations on how to deal with the hotspots’.*

### ***The Benefits:***

Within just 5 weeks from set-up and distribution, Mosaic was able to present Budget with 34 management reports (36 – 85 pages each) with an astonishing 250,000 pieces of information having been recorded and analysed.

A clear measurement and picture of Budgets’ strengths and areas that they would need to work on was provided, including:

- Standards required for inclusion in The Best 100 Companies to Work For
- Figures indicating the tendency of employees to leave the organisation
- Figures indicating the levels of stress in the organisation
- The quality of management of changes (e.g. acquisition) in the organisation

*‘The SurveyShack technology platform is unbelievably flexible’, says Maggi Evans. ‘As with most staff analysis projects, this tended to evolve according to the client’s requirements throughout the initial consultancy period. SurveyShack were there in total support at each twist and turn, even to the point of offering more streamlined approaches to obtaining precisely the correct information’.*

As a result of the whole process, management information on each of these areas is now available across the whole of Budget, and each department now has a blueprint action plan for tackling each of these issues.

For further information on this or similar solutions, contact Richard Alexandre on [rich@surveyshack.com](mailto:rich@surveyshack.com) or by phoning 08000 1999 04, or visit the SurveyShack.com Ltd website at [www.surveyshack.com](http://www.surveyshack.com)