



Quick Reference Guide:

- Management Consultancy
- Paper-based Leadership and Management Diagnostic tool slow and inflexible
- Online diagnostic tool solution provides flexibility, accuracy and speed
- Significant new business opportunities developed and competitors outpaced

Management & Leadership Diagnostic – Construction Industry

The Company:

MRM Solutions Ltd is a management consultancy firm, established in 1998 and working across a range of industries. For clients as diverse as construction contractors, not for profit organisations and government departments it collects information on employee abilities, employee attitudes, customers and markets. This information is used to transform companies and address operational challenges. No two projects completed by MRM Solutions are the same. They use a solid resource of analytical systems and technologies, and years of experience of the sectors in which they operate. Their highest levels of experience are in: ICT, Construction, Engineering, Nuclear and Plastics sectors.

Typical projects include:

- **Skills profiling** - to identify skills needs.
- **Employee attitude surveys** - to establish what staff really think.
- **Customer surveys** - to find out why customers buy, and why they don't.
- **Management development** - through workshops, training and coaching.
- **Issue research** - identifying current thinking on subjects as diverse as sustainability, workforce development and innovation.
- **Communication** - helping companies to communicate effectively with target audiences.

The Challenge:

MRM Solutions Ltd used a paper-based questionnaire as part of their Management and Leadership Diagnostic process but found it difficult and time consuming to adapt this to each of their clients' individual needs. It was also inefficient in terms of how the data needed to be loaded manually and the way the information needed to be collated, analysed and reported on. After developing their own computer based solution using MS Excel, they quickly identified the need for a web-based solution that could provide the flexibility and efficiency necessary to collect complicated information on skills and performance.

The Solution:

SurveyShack.com Ltd were selected as preferred solution providers after consideration had been given to key factors such as flexibility, accessibility (UK based) and ease of communication.



'Having experts in the field of on-line survey and diagnostics technology offering alternative solutions to problems along the way was like having them on our own team'.

'The financial benefits and our ability to out-perform competitors is having a tremendous impact on our new business development already'.

The project required detailed checking that the diagnostic tool provided accurate compliance with the requirements of the CITB National Occupation Standards and required carrying out a survey involving over 600 managers to establish baseline data for assessment against the industry framework.

The final solution is a fully on-line tool that can be deployed via email and which automatically receives and collates all responses. After any required filtering of the data has been carried out, detailed reports can be produced from Industry level through to Company level (region or job title if required) and even down to Individual Respondent level. The look and feel can be tailored to whatever is required (e.g. corporate colour themes and/or logos) and the questionnaire is easily updated and customised to each client's needs using simple on-line editing features.

'We found the SurveyShack team totally responsive to our needs. Support queries are not only answered quickly but often the team go beyond the initial question and suggest alternative and better approaches' says Andrew Gibbons, Managing Director of MRM Solutions Ltd. *'Having experts in the field of on-line survey and diagnostics technology offering alternative solutions to problems along the way was like having them on our own team'.*

MRM Solutions have also used the SurveyShack 'engine' in a number of applications. These range from really simple surveys of opinions amongst delegates at a workshop to fully automated on-line systems for tracking management competence.

'Whatever task we throw at the platform it seems to cope well. For the more involved applications we can always count on SurveyShack. A short discussion with the team can save us hours of work and always provides an innovative and effective solution'.

The Benefits:

MRM Solutions Ltd can now offer their Management and Leadership consultancy expertise to any new or existing client knowing the appraisal diagnostic tool they will use is capable of providing for all possible requirements and can be kept consistently up-to-date with current industry and legislative requirements.

'Instead of taking sometimes months and consuming needless man hours to carry out our old paper-based diagnostics, we can now assure our clients of a complete appraisal and report within only weeks, sometimes days depending on the complexity of their project', says Andrew Gibbons. *'The financial benefits and our ability to out-perform competitors is having a tremendous impact on our new business development already'.*

MRM Solution's consultants can access the tool from any web-enabled computer anywhere, any time. This means they can consult directly face-to-face with the client or remotely via email and/or the web and participants can provide their responses at their most convenient time – not necessarily during valuable working hours.

For situations where a participant in the diagnostic might not have access to email (e.g. site based or field mobile staff), a hard-copy option still provides for their needs yet ensures the data they provide is easily incorporated into the diagnostic results.

For further information on this or similar solutions, contact Richard Alexandre on rich@surveyshack.com or by phoning 08000 1999 04 or visit the SurveyShack.com Ltd website at www.surveyshack.com