

PCPromoter

A quick and cost-effective means of assessing engagement in your workforce

What is it?

PCPromoter is a very simple and timely research tool to enable organisations to gain a snapshot of employee engagement. It is based on a well used measure – the net promoter score (NPS) – originally devised by Fred Reichfield of Bain & Co.

The measure was originally used to measure advocacy among consumers i.e. how likely a customer would be to recommend a company's products or services to friends or family.

Advocacy is one of the key behaviours of an engaged employee, and the NPS has been adapted to measure this aspect of engagement.

How does it work?

All employees are asked to answer the question: 'How likely is it that you would recommend XX as a place to work to a friend or family member?'. People can answer on an 11 point scale from extremely like to extremely unlikely. They are then asked a supplementary qualitative question: 'What is your main reason for giving the above answer?'.
Responses are analysed and a score is obtained by subtracting detractors (people who are less likely to recommend) from promoters. (People can be classified as 'passive' if their answer falls towards the middle of the scale.) The lower the score, the less engaged the workforce.

Perfect Circle will provide you with the questionnaire template in Word format for you to print out locally, and advice on how to promote and administer it to staff. The questionnaire takes only a minute or two to fill in and we have found that an ideal way of delivering it is at regular team meetings.

We are also able to provide reply-paid envelopes to ensure that staff can return questionnaires directly to us to avoid issues of confidentiality.

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Why choose this solution?

Ease of administration. Questionnaires can be printed and distributed locally.

Speed. Ease of administration and simplicity of the questionnaire mean we can get results back to you usually within a week of receiving the final questionnaire.

Benchmarking. We are continually building our database to allow you to compare your results with similar organisations.

How much does it cost?

There is a one-off set up fee of £250 and 75p per returned question. So if 1,000 people take part, the cost is £1,000.

If you require any further information, please email us at info@perfectcircleuk.com or call Ian Jones on 0117 915 4552.