

PCTracker

A tool to measure the dynamic relationship between new joiners and your organisation

What is it?

You have invested in your employer brand, carried out an innovative and effective recruitment campaign and have managed to attract the best people for the job. But does the experience live up to the expectation? What is the reality for people after they have joined?

PCTracker is designed to measure the views of people when they join an organisation and then track how these views change over a set period of time. It allows an organisation to assess whether there is a gap between the projected brand and how an organisation actually operates. This will allow you to:

- Refine your recruitment advertising
- Lower attrition
- Reinvigorate your employer brand
- Assess working practices and HR process to ensure they support the brand.

How does it work?

New joiners are asked to complete a questionnaire about their views on an organisation prior to starting – questionnaires are usually sent out after a job offer has been accepted or filled out on the first day of employment as part of the induction process. It is imperative that people have confidence that their views remain anonymous and we provide a letter explaining why their views are important, a reply-paid envelope and a telephone number in case they have any questions.

These initial views set a baseline. The employees are then asked to fill-out a questionnaire three, six and twelve months into their employment, and the returns are analysed for changes in perceptions and attitudes.

At the start of the process it is important to ascertain what the key elements of your employer brand are; we spend a day with you to articulate the brand and develop a brand profile. We are able to then measure attitudes against this profile and identify gaps and fit.

Reporting intervals will vary depending on the number of new joiners as we are unable to report back on the views of less than 20 people for both confidentiality and statistical reasons.

Why choose this solution?

PCTracker provides systematic and dynamic feedback on your employer brand allowing you to take the steps needed to ensure you recruit and retain the people you need.

How much does it cost?

There is a one-off set up cost of £750 to participate. This includes the initial meeting and brand profiling. The cost is then £10/participant.

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