

Corporate case study:

INMARSAT

Summary

The Happiness Index is a simple way for organisations to gather and analyse a 'pulse' of staff sentiment. We provide a platform that allows them to ask questions and analyse responses.

By using our analytics tools they can turn data into insight at the click of a button. From this insight they're able to identify opportunities and make improvements to their employee experience.

Background

- We started working with Inmarsat in August 2015. They were looking for a tool to help them measure staff feedback using real time data to generate a program of cultural change.
- Inmarsat had gone through a period of growth via acquisitions and needed to culturally align the legacy businesses.



Problem

- Different legacy businesses used different systems and processes, which were expensive to run.
- They needed to take staff on a mind-set transition, e.g. one of the acquired companies had a parental management style which needed to mature to fit the Inmarsat corporate style.
- The people at Inmarsat are their most important asset, but they had no way of measuring them.



Solution

- Inmarsat ask five questions every month from a pool of 25 questions.
- The questions are based on culture, leadership, personal environment, performance enablement, vision and direction.
- The insights are fed into a presentation and sent to all staff within a week of the deadline.
- Reports are reviewed at board level where quick wins are identified and longer term issues are fed into their strategic thinking.
- To embed The Happiness Index, we worked with Inmarsat on a series of internal communications programmes which has resulted in an 83% initial response rate.

Outcome

The Happiness Index has brought the subject of culture and engagement to the boardroom in a way that provides data, enables prioritisation and facilitates response.

Two great examples of how the program is already having an impact are shown on the left.

Find out more about how The Happiness Index can help your team at: www.the-happiness-index.com

Example 1:

One of the questions Inmarsat ask is "How well do the leaders in your line management communicate?".

They first asked this question in November 2015 to create a baseline result. From the results they established a new communications plan which they rolled out over a 6 month period.

When they asked the question again 6 months later (April 2016) the score had improved by 7.3%.

Example 2:

Another question Inmarsat ask is "How well do we support our current range of products?".

They first asked this question in January 2016 which established their baseline result. They decided to redevelop their client facing material factoring in the suggestions from the feedback.

When they asked the question again 3 months later (April 2016) their result had improved by 9.3%.