

# Increasing the employee experience

**Strengthen your employer attractiveness and the positive perception of your employees**

With our comprehensive offering, you can sustainably improve the employee experience in your company by integrating employee surveys into a tailored strategy project. In strategic workshops, we create a solid foundation for targeted actions that will enhance employee satisfaction, retention, and employer attractiveness.

## Our Approach

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Together, we conduct an initial employee survey to gain detailed insights into your employees' current needs, expectations, and challenges. Based on this data, we organize strategic workshops with various internal stakeholders – such as leaders, young talents, and employees. We then develop targeted strategies and actions from the collected data and workshop results aimed at strengthening employee satisfaction and retention. Your HR team implements these actions in close collaboration with our experts to ensure that the strategies are effective and sustainable.

Optionally, we can measure the effectiveness of the implemented actions through regular employee surveys with the additional implementation of the Qualtrics software solution. This enables continuous adjustment and optimization of actions so that the employee experience remains in focus and is continuously improved.

You benefit long-term from the implementation:

- Link quantitative data from employee surveys with qualitative insights from workshops to get a holistic view of the employee experience.
- Encourage the involvement and engagement of various internal stakeholders to secure broad acceptance and support for the developed actions.



## How you benefit

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- A measurable and authentic employer brand
- Optimized key moments along the employee journey
- Development of effective and long-term strategies
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- Develop targeted strategies based on the actual needs and expectations of your employees.
- By regularly reviewing and adjusting the actions, you ensure that your strategies remain effective and relevant.
- Create an authentic work environment that increases employer attractiveness, attracts, and retains talent.

Use our offering to sustainably improve employee satisfaction in your company and strengthen your position as an attractive employer. Together, we will implement well-founded strategies that put your employees at the center and ensure your company's long-term success. We are happy to provide non-binding advice on our various options.

## Customer example

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We had the opportunity to accompany a customer in the healthcare sector on their journey to enhancing the employee experience. Particularly in this industry, where the shortage of nursing staff is a significant challenge, it is crucial to appear as an attractive and authentic employer. Together with selected employees, we identified the needs and desires of the workforce. Based on these results, we defined which values and types of collaboration should be lived in everyday work. These were also made visible in specific key moments along the employee journey. We validated and implemented ideas and strategies with relevant stakeholders. The effectiveness of the implemented actions was measured and evaluated through continuous employee surveys, allowing improvement opportunities to be directly identified. The result is an authentic and attractive employer brand that resonates both internally and externally.