



Employee
Insights

Accelerate!

Accelerate your new campaign program's success with engaged employees.

Launching a new campaign program, either internally within your company or externally focused, requires your employees to change their thinking behavior. Employees are the key for turning a campaign into a successful reality. Many times the "best" new campaign, whether it's for a product launch, service addition, or company initiative, fails for one or more of the following reasons:

- Your employees do not understand the value of the campaign
- Your employees are not excited about the campaign
- Your employees do not know what they need to do to implement the campaign

Are your employees engaged?

Asking employees about these areas provides you an overall view of how engaged employees are with the new campaign. The following are some examples of questions to ask your employees:

What are your employees **THINKING** about the campaign?

- Do your employees understand the campaign?
- Do your employees see the value in the campaign?
- Do your employees understand the strategy behind the campaign?

How are your employees **FEELING** about the campaign?

- Are your employees emotionally attached to the campaign?
- Do your employees believe the change is for the better?
- Do your employees know how the campaign benefits their customer base?

What do your employees need **TO DO** to implement the campaign?

- Do your employees know how to implement the campaign?
- Do they have the tools and resources for implementing the campaign?
- Have your employees been given ample time to implement the campaign?





Continued monitoring ensures that the campaign remains valuable to both the employee's and the organization's success.

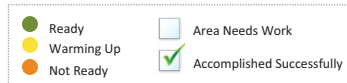
How do you make it happen?

Accelerate! measures and monitors your employees campaign success across your organization over time. You define your organizational structure for reporting purposes using our online organization structure tool. The structure can include levels such as company, division, department and office. Accelerate! reports highlight areas within your organization where there are employees who are either ready or not ready for the campaign. Action plans may then be developed for areas that need improvements. Accelerate! results show trends between employee readiness scores and successful implementation scores. Continued monitoring ensures that the campaign remains valuable to the employee's and the organization's success.

Why Accelerate!?

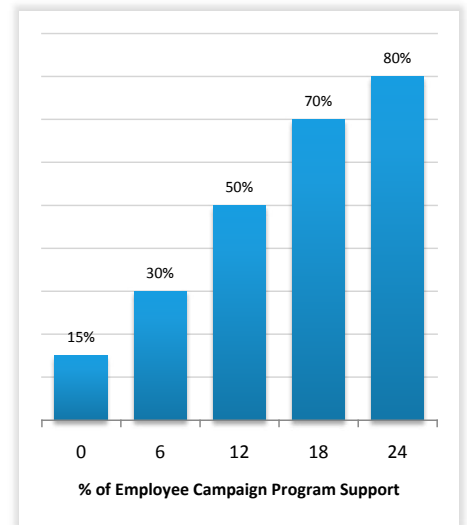
- To keep employees invested in the program and promote continuous awareness
- To identify barriers to the success of the campaign
- To gain employee "buy-in"
- To gather customer information from the eyes and ears of the employees
- To identify specific actions needed to engage employees in the campaign
- To determine the initial and ongoing levels of employee understanding and support

Overall Employee Support



	N-size	Overall Score	FOCUS AREA		
			Thinking	Feeling	Doing
Total Company	500	40%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canada	300	50%	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Toronto	200	60%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Vancouver	100	40%	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
United States	200	30%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicago	50	20%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milwaukee	150	40%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Historical Progress Report



About TNS Employee Insights

DISCOVER A Changing World, New Territories, New Opportunities and Higher Business Performance

We deliver customized employee and customer surveys that measure the vital link between employee engagement, customer satisfaction and business performance. We help large organizations identify specific attitudes and behaviors that impact their bottom lines and convert survey data into actions that enhance both employee and company performance.

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