

tns

SPOTLIGHT ON MANUFACTURING

Due to many manufacturers restructuring their organization, cutting costs, suffering loss of their labor force, it is the right time to survey employees so that they feel secure in their positions and work to the best of their abilities while increasing their morale and loyalty.

CHALLENGE

Manufacturers must remain vigilant to safeguard their interests against the obstacles and challenges facing their industry today while we are still on the fringe of one of the greatest economic downturns to date.

According to Industry Week*, the challenges facing manufacturers today are supplier costs, offshore competition, attracting talent, increases in cost of raw materials, skilled labor force imports, input costs – material, energy, and people related costs, global competition, and changing culture.

Despite these obstacles or challenges, manufacturers have to do everything in their power to stabilize and improve working conditions while reducing costs, retaining employees, and hiring the right talent.

The strategy that may produce the most notable results is increasing employee engagement. Due to many manufacturers restructuring their organization, cutting costs, and suffering loss of their labor force, it is the right time to survey employees so that they feel secure in their positions and work to the best of their abilities while increasing their morale and loyalty.

Measuring employee engagement and identifying the drivers unique to an organization can be an important part of a manufacturer's battle plan for surviving (and possibly even thriving) in an environment challenged by global competition, supplier costs, higher costs of living, and changing cultures. Manufacturers administering employee engagement surveys to identify specific attitudes and behaviors affecting their bottom lines can use the survey data as the basis for targeting improvements that will have the quickest or greatest impact.

TNS Employee Insights works with a number of major manufacturers to develop survey instruments for both salaried and hourly employees that effectively measure productivity, quality, management and specific drivers of engagement.

SOLUTION

A well-designed and executed employee survey is a key diagnostic tool for identifying the drivers of employee engagement, particularly in a manufacturing setting where more detailed results are needed to accurately assess trends in operations, quality control, maintenance, worker productivity, supply chain, innovation, and more. We have worked with various manufacturers to develop an effective survey process that involves not only the survey and reports, but also interpretation and action planning that is directly based on employee feedback. This reinforces that employees have a voice within the company and leadership will use their responses as the basis for change.

*Source: www.industryweek.com



Measuring employee engagement and identifying the drivers unique to an organization can be an important part of a manufacturer's battle plan for surviving (and possibly even thriving) in an environment challenged by global competition, supplier costs, higher costs of living, and changing cultures.

We carefully designs surveys using proven research principles to generate the greatest insight into employee perceptions and behaviors so leadership can evaluate how well behaviors align to desired outcomes (e.g. improved efficiency, increase customer satisfaction, etc.). This has helped a number of manufacturers uncover issues from the plant to executive levels that were impacting employee engagement.

Our advanced reporting capabilities help management teams closely analyze survey results and obtain the information needed to develop effective action plans. We also provide normative data to help manufacturers put their survey results in the proper context and target the right improvements in order to get the most from their survey investments.

RESULTS

Today, more than ever, manufacturers must become more engaged with their employees. Engagement surveys can be an effective means of identifying issues that are important to the company and its employees so the right actions can be taken to drive greater business results.

Our work at TNS Employee Insights within the manufacturing industry has revealed some important insights that can help organizations better engage their employees, improve their operations, quality and worker productivity, which in turn leads to greater profits companywide. The following are just a few of the lessons we have learned:

- **Implement more effective communication channels.** An engagement survey can determine if employees are receiving the information they need to do their jobs well and whether they understand and apply it. Weak links between managers and employees can delay communication, which negatively impact engagement and performance.
- **Offer growth opportunities.** Training and on-the-spot learning will develop or strengthen new skills that can lead to job success, and set a foundation for career advancement, which can lead to higher morale. Exposing employees to different positions and departments can also increase retention as employees discover new interests.
- **Provide the proper equipment to do the job well.** Having the right materials, tools and equipment is a key component of engagement after knowing the requirements of the job. Improper tools, unsafe and outdated equipment can quickly lead to job frustration and a loss of commitment to the company.
- **Cultivate a culture of teamwork.** Supervisors/managers who promote cooperation and collaboration among their employees typically see an increase in performance and improved internal and external customer satisfaction. When supervisors/managers rely upon on each other to ensure responsibilities are covered and work schedules meet their needs when possible, employees feel more empowered and more engaged.



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.

www.tnsemployeeinsights.com | 888.726.8686

©2011 TNS. A Kantar Group Company. All rights reserved.