SPOTLIGHT ON FINANCIAL SERVICES

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CHALLENGE

As the ęnancial services industry continues its climb out of the economic crisis, it is becoming increasingly important for companies to further differentiate themselves. In a world dominated by online banking and ever-changing organizational structures, it is important for companies to stay focused on their human capital. Not only are employees the intermediary with whom clients are entrusting their assets, but they also provide key information to management for improving business operations. Further, they have the power to increase customer satisfaction and loyalty by providing excellent service.

The most efęcient way to evaluate employee engagement levels is through targeted employee surveys. With this resource, management can more easily maintain high quality service, as well as receive feedback on what they need to improve in order to raise standards.

TNS Employee Insights works with ęnancial institutions to develop customized employee surveys that measure corporate productivity, provide tangible results, and empower employees by seeking suggestions for improvements.

SOLUTION

The ęnancial services industry is a signięcant part of the U.S economy, employing nearly 2 million people, and it has more than $12 trillion in assets.* In light of the recession, companies must overcome new and complex regulations, effectively manage risks, and cut costs while striving to grow and enhance shareholder value. This has made it increasingly difęcult to continue to provide a positive employee environment where all employees perceive themselves as ¯integral cogs in the corporate wheel.°

A well-designed and executed employee survey is a key diagnostic tool for identifying drivers of employee engagement, particularly in the ęnancial services sector where very detailed results are needed to fully assess trends across a complex business structure. TNS works with various ęnancial institutions to develop an effective survey program that involves not only the survey and reports, but also interpretation and action planning that is directly based on employee feedback. The knowledge gained from these initiatives helps pinpoint the most pressing issues at a company, as well as changes that can be implemented more effectively than others.

TNS uses proven research principles to carefully design survey programs in order to generate the greatest understanding of employee perceptions and behaviors related to all aspects of the corporation. These insights allow company leadership to gain a broader perspective. This is beneęcial as managers develop and implement new business practices aimed toward achieving their desired outcomes (e.g., improved efęciency, increased customer satisfaction, etc.). This has helped a number of ęnancial institutions uncover issues that were fundamentally impacting employee engagement.

*Source: FDIC data