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SPOTLIGHT ON TELECOMMUNICATIONS

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CHALLENGE

With business innovations booming in wireless communications, corporations in the telecommunications industry are simply trying to keep up and compete with the pack. New business opportunities in cloud technology, mobile network capabilities, and changing norms with increases in social media give all corporations a chance to be revolutionary. While these openings are certainly enticing companies to increase profitability, it is important for corporations to consider employee engagement levels and their effect on revenue. Greater employee engagement will not only maintain a high quality standard within a corporation, but it will also increase customer satisfaction and loyalty, which in turn boosts sales and profit margins.

The most efficient way to evaluate employee engagement levels is through targeted employee surveys. Through these, telecom corporations can identify specific attitudes and behaviors affecting their bottom lines and target improvements that will have the greatest impact.

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

SOLUTION

The telecommunications industry is a significant part of the U.S. economy, employing about 1 million people and generating more than \$281 billion in revenue in 2009.* In light of the recession, companies must overcome new and complex regulations, effectively manage risks, and even cut costs while striving to grow and enhance shareholder value. This has made it increasingly difficult to continue to provide a positive employee environment in which all employees perceive themselves as essential to the growth of the corporation.

A well-designed and executed employee survey is a key diagnostic tool for identifying drivers of employee engagement, particularly in telecommunications where detailed results are necessary to fully ascertain constantly changing trends intrinsic to that industry. We work with various telecom companies 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. The knowledge gained from these surveys helps to pinpoint what the most pressing issues are at a company, as well as what strategies can be implemented more effectively than others.

We use proven research principles to carefully design surveys 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 before they narrow their focus. This is beneficial as managers develop and implement new business practices aimed toward achieving their desired outcomes (e.g. improved efficiency, increased customer satisfaction, etc.). This has helped a number of telecom companies uncover issues that were fundamentally impacting employee engagement.

*Source: FCC Telecom Industry Report 2009



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Our advanced reporting capabilities help management teams closely analyze survey results and obtain information needed to develop effective action plans. We also provide normative data to help companies put their survey results in the proper context. This gives them further awareness of key business practices that they are executing poorly. With changes in these areas, they become a more dynamic threat in the telecommunications industry.

RESULTS

Today, more than ever, the roles of employees within telecommunications are changing as rapid technological advancement requires workers who are quick at learning and maintaining new technical skills. As this process occurs, it is important to align training and other practices with maintaining and increasing employee engagement.

Our work at TNS Employee Insights within the telecom industry has revealed some important insights that can help organizations better engage their employees, improve their levels of customer service, and, in turn, increase assets.

The following are just a few of the lessons we have learned:

- **Seek employee opinions.** Most people feel more engaged in their work when they see their own ideas driving change within the company. Consequently, they will be more comfortable sharing their thoughts with management, and these open relationships are extremely beneficial to companies seeking positive results.
- **Implement more effective communication channels.** An engagement survey can reveal if employees are receiving the information they need to do their jobs well and whether they understand and apply it. Weak links between headquarters and stores and between managers and employees can delay communication, which can negatively impact engagement and performance.
- **Provide the proper training to do the job well.** Having the right educational tools is a key component of engagement. The absence of this causes certain tasks, sometimes even very simple ones, to take much longer than they need to. This can quickly lead to job frustration and loss of commitment to the company. After initial trainings, it is important to maintain employee skill level with follow-up trainings that can teach them trends in the industry as well as increase their engagement.
- **Recognize employees to increase their drive.** Various companies have been able to use information from our engagement surveys to develop leadership programs. These act to recognize top managers and cultivate the skills and traits that they tend to share. The result is a mutually beneficial exchange of knowledge that improves the corporation as a whole.



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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