

Global Technology Company Takes HR Operations to New Heights with Verint

Opportunity

People are the centrepiece of this global technology company's success. The belief is that performance improvement drives talent and fuels the latest innovations in its respective markets.

However, the company understands that you don't stay ahead by standing still. It has embarked on a multi-year programme to drive structural change throughout its organisation. This transformation strategy includes re-engineering human resources (HR), among other services, to deliver improved service levels to employees in a faster, simpler, and easier-to-experience way – at a lower cost.

A key aspect of this transformation is the continual improvement of client service and operational excellence in HR operations. Internal customer feedback – opinions from employees worldwide – is vital to the success of HR operations and ensures the company serves customers in the best way it can, which is particularly important because an increasing proportion of HR operations are delivered through self-service solutions. According to the HR operations senior quality manager, "Every decision about HR operations needs to be based on facts, metrics, and analytics. And that calls for rich, timely, and accurate customer feedback."

The challenge was to make sense of all the data coming into its feedback mechanism – and the existing processes in place were impeding the gathering and analysis of employee feedback. "We were relying on a patchwork of different systems to capture employee feedback, ranging from emails and manual processes to a free online survey tool," says the senior quality manager. "Previously, for example, we would distribute intermittent HR surveys to monitor our performance, with feedback being channelled through our email system. The process was excessively manual, resource intensive, and too passive."

The technology company's goal was to automate the process of capturing, analysing, and tracking employee feedback. "We can't just listen into employees' sentiments," the senior quality manager continues. "We need to proactively engage with our people and use their input to drive ever-improving HR processes and policies."

Solution

The company turned to Verint® Enterprise Feedback Management™, a best-in-class enterprise survey platform. Verint Enterprise Feedback Management gives the company the actionable information it needs to help improve HR operations, optimise HR processes, and enhance operational excellence.

The organisation is using Verint Enterprise Feedback Management in 14 languages to automate high-volume employee survey processes in HR operations, which manages five shared services centres that collectively process up to 300,000 cases every year. For example, if employees contact an HR operations shared service centre with a query about their holiday allocation, they will receive an automated survey to understand the quality of their service experience. Equally, a new employee joining the company will receive a survey request post-recruitment asking about the quality of the recruitment process.



Customer

Global Technology Company



Industry

Electronics



Solutions

Verint® Enterprise Feedback Management™



Region

Worldwide



Results

- Gained significant actionable information to improve HR operations, optimise HR processes and enhance operational excellence.
- Reduced time needed to develop, send, and analyse a survey from days to less than 30 minutes.
- Lowered time to insight from up to three weeks to near real-time.
- Used learnings to identify opportunities to streamline and accelerate the new hire processes.
- Performs multichannel surveying, across any channel.
- Helps to identify trends and take appropriate actions before issues are escalated, supporting a "first time right" approach to HR operations management.
- Integrates employee feedback into case management system in real time.

Global Technology Company

“Previously, it took days every month to develop, send, and analyse a survey. Now, one person can get all the data in less than 30 minutes.”

– Senior quality manager, Global Technology Company

HR operations benefits from a highly flexible and intuitive platform. Using Verint Enterprise Feedback Management, the team can perform multichannel surveying, capturing input across any channel. It can arrange for groups of employees to take part in surveys, and it has the advantage of templates and themes to help improve response results.

When the numbers are added up, the Verint solution automates the employee feedback process on a massive scale. “The talent acquisition team sends out 12,000 surveys annually, the HR contact centre processes tens of thousands of employee surveys annually, and our HR portal survey is automated to touch an employee at least two times per year,” notes the senior quality manager. “Plus, our compensation and benefits process review survey is received by 10,000 line managers annually as well.”

Benefits

The scale of the feedback may be staggering, but it's the analytics that matter. Verint Enterprise Feedback Management helps the HR operations team harness the talents, viewpoints, and experience of all employees to build a winning culture. “Verint gives us the feedback we need to understand the areas we need to focus on,” says the senior quality manager. “We can identify trends, proactively take action before issues escalate, and, generally, aim for a ‘first time right’ approach to HR management.”

Productivity has increased too using the Verint solution. Because so many of the feedback processes are automated, the company needs limited resources to manage the end-to-end process.

Business agility has grown in tandem with this efficiency the senior quality manager concludes. “In the past, there was typically a three-week delay in getting the feedback results. Now, we are looking at the results in near real-time, and can take immediate pre-emptive action if a score is low. Standardising on Verint Enterprise Feedback Management, with the platform's stability and depth of functionality, truly allows us to gather structured feedback from employees and align managers and influence internal customer engagement.”

Verint. Powering Actionable Intelligence®

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