

# 企业员工 敬业度调研



提升员工敬业度是世界各地的CEO和HR高管的首要任务之一。众所周知，敬业的员工能够形成更高效的工作氛围，带来更高的财务回报。然而，美世人才趋势研究报告指出，管理者们并没有得到有价值的敬业度信息，从而难以制定全面的员工敬业度战略。

基于超过40年的员工研究经验，Mercer | Sirota敬业度项目通过在线实施，使用一系列标准或可定制化的维度和问题获取有效的敬业度驱动因素。



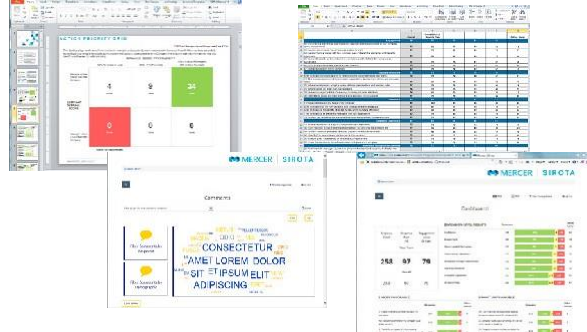
员工绩效（生产力，结果）是个人才能（能力，喜好，动力）与敬业度（自豪，动力，忠诚）的结合，因此，最大限度发挥员工才能的最佳方式就是确保员工是敬业的。通过测量敬业度，美世 | Sirota可以帮助企业识别出提升人才绩效潜力的机会领域。

美世 | Sirota的“敬业度项目”包括：

- 通常情况下 10-12 周的项目周期，包括调研设计，数据收集，数据分析和调研报告
- 基于美世 | Sirota 以绩效为核心的动态一致模型（见下图），调研内容可覆盖工作和职场环境多个维度，并可设置不同类型的问题以满足企业的需求
- 调研支持 18+ 种语言
- 在线参与率与结果实时追踪
- 与美世 | Sirota 强大的市场数据库进行对标
- 针对高管团队，经理以及HR商业伙伴的不同需求设计的分析报告
- 动态，实时，可交互的调研报告平台，可基于人口学因素的任意组合过滤调研结果，实现数据的交叉分析
- 在线定制化报告平台 SORT，可以基于组织架构和人口学因素进行个性化组合，在符合业务规则的范围内无限制生成定制化的调研报告
- 丰富的实践数据库以及行动计划追踪器帮助改进措施的落地

## 交付成果示例 (POWERPOINT, EXCEL及在线)

美世|Sirota的“敬业度项目”为HR, 经理人及高管提供在线交互式、PowerPoint 以及Excel格式的报告。

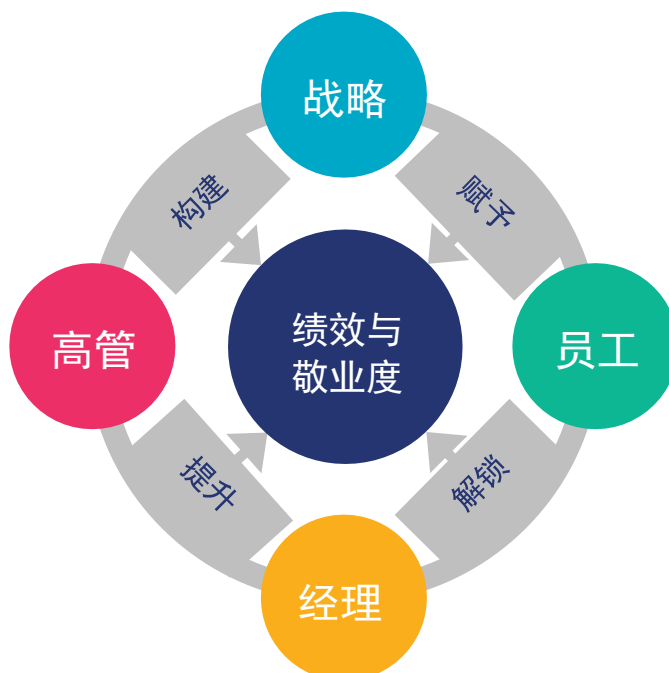


## 员工敬业度如何驱动业绩表现

- 金融服务企业：员工态度的提升带来客户满意度的提升，从而带来5亿美元的资产增长和2,800万美元的收入增长。
- 政府承包商：工程师的敬业度水平解释了不同工作地点员工流失率差异的22%。
- 零售：在员工客户导向分数榜单中，员工敬业度位列前茅的零售店销售额比排名末端的零售店高10%。

## MERCER | SIROTA动态一致模型

Mercer | Sirota 动态一致模型作为敬业度调研设计的框架，通过战略、高管、经理和员工之间的协调一致来达成企业 优秀业绩。



### 联系方式

更多关于Mercer | Sirota 敬业度项目及其他员工调研解决方案的问题，敬请联系我们。

请扫描右侧二维码，立即报名，烦请备注关键词：“敬业度”。

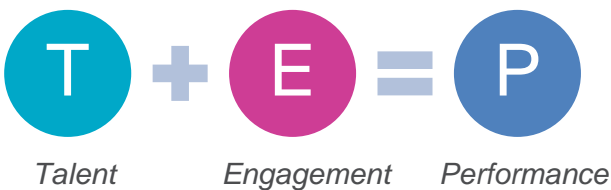


# EMPLOYEE ENGAGEMENT SURVEY



Employee engagement is a top priority for CEOs and HR leaders around the world. It is widely acknowledged that an engaged workforce leads to a more productive environment and higher financial returns. Yet, according to the Mercer Talent Trends study, executives aren't getting the type of engagement information they value that can inform their employee engagement strategy overall.

Mercer | Sirota measures employee engagement using a proven, research-driven model. Leveraging more than 40 years of experience in employee research, this survey instrument is delivered online and uses a set of predefined dimensions and items to get at the validated drivers of engagement.



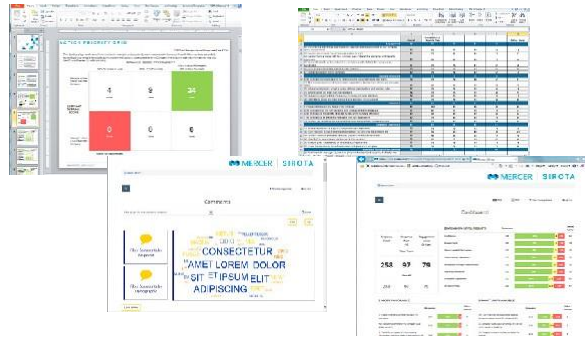
Because employee performance (productivity, results) is the combination of individual talent (capability, likability, drive) and engagement (pride, motivation, commitment), the best way to maximize talent is to ensure people are engaged. By measuring engagement, Mercer | Sirota helps identify opportunities to improve the performance potential of your talent.

Mercer | Sirota "Employee Engagement Survey" includes:

- Usually 10 – 12 weeks, including survey design, data collection, data analysis and reporting
- Based on the Mercer | Sirota Dynamic Alignment Model (see illustration), covering multiple dimensions in the workplace, and different types of questions.
- Surveys available in 18+ languages
- Real-time results and response-rate tracking
- Benchmarking via Mercer | Sirota's robust normative database
- Reports & analyses are designed for three main audience groups: Executives, Managers and HRBPs
- Dynamic, real-time interactive results dashboards with export capabilities, and be able to filter results by demographics
- SIROTA ONLINE REPORTING TOOL (SORT) 2.0 enables authorized personnel to create reports of aggregate data according to combinations of organizational hierarchy and demographics down to any level that complies with your business rules.
- Online Action Tracker and Best Practices for managers to help implement and track action plans.
- Mercer consultant executive presentation of survey results and key action priorities. Different ways of action support such as seminars, workshops, trainings etc.

## SAMPLE DELIVERABLES (POWERPOINT, EXCEL AND ONLINE)

Mercer | Sirota Engagement Snapshot delivers actionable reports to HR, Managers and Leadership in online interactive formats as well as in PowerPoint and Excel.



## HOW ENGAGEMENT CAN DRIVE PERFORMANCE

- At a financial services company: Modest increases in employee attitudes were linked to **\$500 million** in asset growth and **\$28 million** in revenue due to increased customer satisfaction.
- At a government contractor: Engineers' overall satisfaction ratings explained **22%** of the differences in site turnover rates.
- In retail: Stores in the top tier of employee customer focus scores increased sales by **10%** more than stores in the bottom tier.

## MERCER | SIROTA DYNAMIC ALIGNMENT MODEL

Serving as the framework for survey development, the Mercer | Sirota Dynamic Alignment Model fosters high performance by aligning strategy, leadership, employees and managers.



### CONTACT

For more Mercer | Sirota Engagement information, please contact us.

Click/scan the right QR code and send us your contact information for "ENGAGEMENT".

