

CLIENT STORY



Action-Based Employee Engagement Program Helps Increase Satisfaction Score Year-Over-Year

alphabroder, an industry leader in the promotional products space, provides apparel and a variety of goods to promotional product distributors, athletic team dealers, and screen printers to name a few. They have multiple Distribution Centers and Decoration Facilities across North America and employ thousands of associates in a variety of roles.

An Employee and Customer Movement

alphabroder understands that employee experience (EX) fundamentally impacts business performance as well as the customer experience (CX). Over the years, the brand has made a commitment to consistently tuning into the voice of its employees—listening for meaningful opportunities to improve their experiences. The company turned to InMoment, who has served as alphabroder’s trusted partner

KEY HIGHLIGHTS

for alphabroder’s Annual Employee Survey

↑10% Employee Satisfaction Score Increases Year-over-Year by Nearly 10%

86% Employee Survey Completion Rate

76% Employee Engagement Rate Based on Three Core Survey Questions

- Recommending the company as a place to work
- Desire to stay with the company for next year or more
- Rating the level of enjoyment in working at the company

in managing their external customer facing NPS program to also support their needs for an internal survey for their associates.

Using the InMoment platform and expert support team, alphabroder anonymously collects and ingests employee feedback from their functional departments, Distribution Centers and Decoration Facilities. This approach of soliciting feedback at every level of the organization yields more valuable employee insights than any employee turnover rates could ever provide. The employee responses and recommendations are in turn shared with transparency companywide. The executive team and managers use the data to help them prioritize employee-based initiatives, create department-specific goals, and support business decisions. This approach aligns with alphabroder's strategic priorities of cultivating positive EX and CX & enhancing the internal mindset.

Building Momentum and Streamlining Employee Feedback

Just as alphabroder focuses on the feedback of their customers to improve their service, by partnering with InMoment, alphabroder is able to offer an individualized, tailored feedback collection solution that ensures employees are heard, while having the confidence that their feedback is anonymous.

It has been extremely important to alphabroder that all associates have quick and easy access to provide feedback. In addition to email invitations with individualized links to take the survey, alphabroder provides onsite Kiosks for associates with limited computer access in their day-to-day jobs. A QR code is also posted for associates to scan, log in, and simply complete the survey via their cell phones.

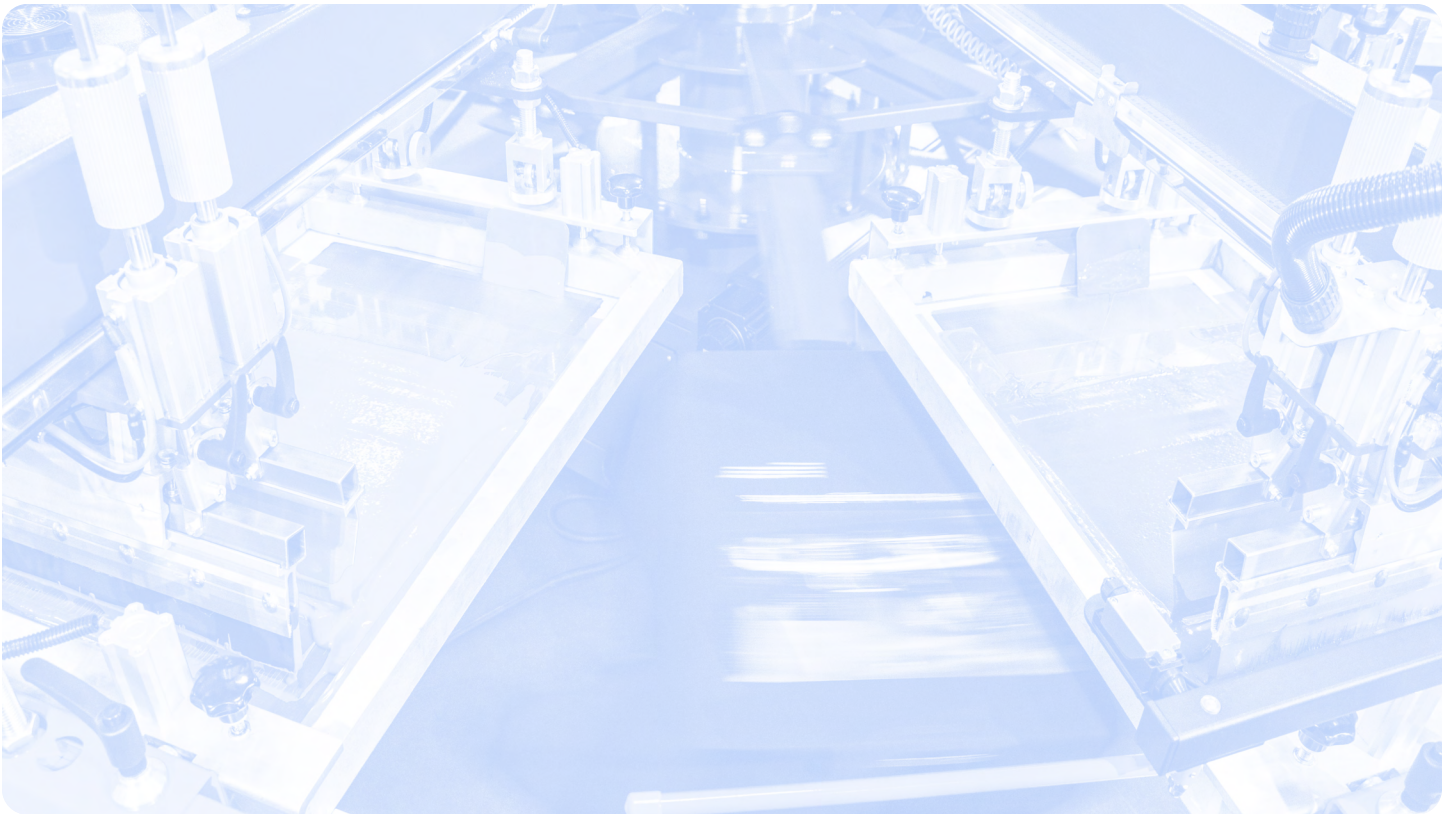
“ Partnering with an outside experience improvement vendor such as InMoment enabled us to obtain the honest feedback we were seeking. We appreciate that associates take the time to share their insights, and in turn we are committed to transparently reflect the survey results back to every level of the organization. Collectively, we then define realistic actionable initiatives in direct response to the survey's data, creating a trustworthy environment that drives a positive impact.”

MARIA KOPPY

VICE PRESIDENT OF ORGANIZATIONAL DEVELOPMENT

Along with efforts to simplify the process of sharing feedback, managers are empowered to encourage their teams to participate. This creates an added layer of dialog between managers and employees, allowing leaders to cite examples of how employee feedback has been leveraged to improve experiences, building confidence in the trusted process.

Another key to the success of alphabroder's high response rate is the fact that ongoing response rates are shared with the entire company while the survey is still open, all in an effort to build on momentum and engagement. alphabroder's approach has yielded incredible response rates which have increased +20% over 3 years, landing their 2022 response rate at 86%! Knowing that they are hearing from nearly 90% of their employee population validates the data and the employee experience initiative.



Establishing Employee Experience (EX) Pillars

Communication, Development, and Acknowledgement

As alphabroder continued to see success in their employee engagement journey, all efforts remained rooted in their three original EX pillars: Communication, Development, and Acknowledgement.

In the first three years alone, alphabroder implemented a wide variety of improvements based on results from the employee engagement survey. There has been an organizational commitment from executive leadership, every department and location. Take the focus of “communication” for example, via the survey alphabroder heard that associates wanted more transparency and better communication. This led to the company making communication a priority on every level. The team took action with the following corporate communication initiatives:

- The “abpulse” was introduced, a brief companywide call, hosted by the CEO, Dan Pantano and contributing team members, designed to be both informational and motivational, inclusive of every associate, with an on demand version available afterwards.
- Quarterly Business Reviews (QBRs) were provided to build cross-departmental engagement of the management team driving ab’s Vision, Mission, and Core Values.
- The digital company newsletter “abConnect” was enhanced to promote connectivity in an ever-remote working environment, featuring department news, employee celebrations, promotions, anniversaries, and career development.
- An on-line employee information site was implemented as an employee resource to everything ab.

As a result, alphabroder has seen employee satisfaction scores regarding communication increase year-over-year by nearly 10% to a point where 70% of those surveyed feel the company is providing good or very good corporate communication. The team believes there is still opportunity for improvement; however, the trend in the data indicates their efforts are moving the organization in the right direction.

alphabroder realizes that the best business decisions are based on data, and the InMoment program has given them the tools by integrating the data, technology, and expertise needed to build companywide support and sponsorship for their employee engagement efforts.

“ At alphabroder, we believe taking action on employee feedback demonstrates that the voice of the employee is valued, heard, and respected. Above all, the greatest impact to our culture is the attitude of amazing associates, operating from a state of integrity while keeping both customers and co-workers top of mind in everything we do.”

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What's Next

To complete the latest annual survey communication deliverables, alphabroder is synthesizing the results and socializing the key themes throughout the organization at a companywide level by functional department and facility location. The data is translated into actionable initiatives to create meaningful changes that continuously improve experiences for employees and ultimately, the alphabroder customer. While the initiatives themselves will evolve to meet the needs of the employees and the current environment, one thing will remain the same: alphabroder's focus on the employee experience, rooted in Communication, Development, and Acknowledgement.

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