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RANDSTAD FOLLOWS NEW PATHS WITH TIVIAN



RANDSTAD CASE STUDY

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From customer satisfaction surveys to internal survey specialists

The Market Intelligence department of Randstad knows what customers and employees want – thanks to the EFS Survey by Tivian. “Human forward” is the motto of Randstad Germany. The claim summarizes the approach of the leading German staffing company: the promise to move forward together. One key to achieving this is Tivian’s EFS Survey.



OBJECTIVES

Primary

Permanently and comparably measure customer satisfaction and establish it as a KPI within the company

Secondary

Central execution of internal and external surveys

Touchpoint surveys as part of the customer experience

Dashboarding

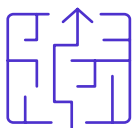
Situation

How do we continuously measure customer and employee satisfaction and derive data from it?

“We live in a world where metrics are becoming increasingly important,” says Ulf Fröhlich, Head of the Market Intelligence department at Randstad. While in the past one may have relied on the opinion of colleagues, measuring metrics has long since become a standard part of corporate strategy.

Staffing agency Randstad began measuring customer satisfaction in 2007. The initial goal was to measure it in a comparable way over the years and to establish it as a key performance indicator (KPI) within the company. As conducting telephone surveys would have incurred very high costs, Randstad searched for a suitable provider for online surveys.

“Besides technical support, the content-related consultation was particularly important to us in the search for a service provider,” says Fröhlich. “In addition to the technical functionality, we were ultimately convinced by Tivian’s excellent service, high level of data security, and BSI certification.”



SOLUTIONS

EFS is a software with high utility value

There is an increasing demand for professional support in surveys

Market Intelligence department as an internal service provider

Complete satisfaction evaluation with EFS

Solution

EFS Survey: A powerful tool that benefits many departments

From 2007 to 2018, Randstad surveyed approximately 7,000 customers once a year using Enterprise Feedback Suite (EFS), with an average response rate of 10%. “As we had a powerful tool in our hands with EFS, we increasingly used it in our own departments,” Fröhlich reports. Because of the high utility value of the software, the need for professional support for surveys continued to grow within the company. “I looked around the company and found that there was great interest in surveys in the various departments,” Fröhlich says. “We then positioned ourselves as an internal service provider for surveys with the Market Intelligence department, as we had a powerful software platform at our disposal.” Thanks to the immense range of functions, EFS easily met the different requirements and tasks of the individual departments, from setting up the questionnaires or selecting target groups to evaluating and preparing survey results.

The EFS Survey tool is also used for numerous internal surveys. Randstad’s training department, in particular, uses the tool extensively: Previously, training evaluations were carried out using paper forms and Excel spreadsheets, but now the satisfaction of the entire department is determined using EFS and displayed via dashboard. This allows the department to see at any time whether a training was successful or not. “The standardized measurement of internal training satisfaction has become a real success story,” emphasizes Fröhlich. Previously, there was no reliable measuring instrument and the department had to rely on the trainer’s opinion. Now, employees know the day after a training session how it went. This knowledge is extremely valuable financially, especially when external trainers are hired.

Randstad felt that the annual customer satisfaction survey was not enough, and should be expanded to include continuous touchpoint surveys that reach both customers and employees. With a definition of life cycles and detailed touchpoints, a framework was created. This formed the basis for the questionnaires of a driver analysis to determine the ten most significant factors. Currently, touchpoint surveys with customers and employees are running in pilot areas that illuminate the entire life cycle of both groups. The connection of EFS to Randstad’s app technology also represents a significant technical advancement. With Tivian’s software, Randstad has a reliable control instrument that shows where there is still a need for action and change.



DESIRED RESULTS

An increase in satisfaction scores in multiple touchpoints of the life cycle, and in overall satisfaction scores and NPS.

SUCCESS STORY

Measurement of customer satisfaction, surveying 7,000 customers once a year, response rate: 10%

Support of departments in conducting surveys, e.g. in the evaluation of trainings or events

Around 5,000 nationwide short surveys since 2018

Result

The Market Intelligence department – a success story

The EFS Survey has opened up new positioning opportunities for the Market Intelligence department. Thanks to the technical capabilities of the platform, they were able to expand their service portfolio with offerings that were not possible before. “We are perceived internally as a service provider and that is very good,” says Fröhlich. “Over the years, the processes have become very well established and we can carry out various surveys cost-effectively and resource-efficiently. By now, we know quite precisely what interests exist regarding surveys.”

“The great thing about the tool is that it enables us to be even more customer-oriented in a very efficient way and ensures transparency in corporate management,” emphasizes Fröhlich. “In addition, it helps relieve individual departments, which only have to deal with the results and no longer with obtaining the results. This saves time and, of course, costs.”

Future vision

Despite the diverse use, Randstad has by no means exhausted the potential of EFS, and offers plenty of room for development and innovation in the future. For example, standardized surveys in the various Randstad countries would allow for cross-country comparison of the data. However, it is important that insights are followed by actions: “We must use Customer Delight as a strategic leadership tool.

“We know exactly what our customers and employees think of this approach. In the future, we need to derive measures more strongly from this in order to initiate changes,” Fröhlich concludes. So the process has not yet reached its end – and that is a good thing, because constant change is exactly what makes a company future-proof.

Feedback as a competitive advantage

“Thanks to the technical capabilities of EFS, we want to further develop our department as an internal consultant in the future,” says Fröhlich.

“

The nice thing about the tool is that it allows us to have an even stronger customer orientation in a very efficient way, and ensures transparency in corporate governance. It also relieves individual departments, which only have to deal with the results and not with the procurement of results. This saves time and, of course, costs.”

**ULF
FRÖHLICH,**

Department Head
Randstad Market
Intelligence,
Deutschland



About Randstad Germany

Randstad Germany is part of Randstad Holding NV, which was founded in Amsterdam in 1960 and is listed on the stock exchange there. Randstad has been active in Germany since 1968. The extensive range of services includes traditional temporary work, direct placement, and specialized personnel solutions such as in-house services.



LET'S TALK.

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