

## Case Study

### Evaluating Employee Satisfaction Enterprise Inns PLC



#### Background

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Enterprise Inns, one of the UK's largest leased and tenanted pub companies, has achieved dramatic growth over the last decade and now has over 7000 pubs. With such significant growth, the pub company wanted to evaluate employee engagement and appointed Allman Communication to undertake an employee survey.

#### Objectives

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1. To design and deliver an on line survey to measure all Enterprise Inns' employees against a set of identified effectiveness drivers.
2. Provide findings and highlight key drivers and challenges for the company as a whole and for functional groups.
3. Recommend any communication and action planning initiatives to share results and act upon them.

#### Approach

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- Working alongside Enterprise Inns' Executive team key areas to measure were identified including work environment, culture, line management, leadership and overall satisfaction.
- A pre launch publicity campaign was delivered to encourage everyone to take part as well as to explain the reasons behind the survey; timings, format and confidentiality.
- The survey was delivered online in April 2008 and gave employees the opportunity to put forward their views against a set of 40 questions which would measure overall employee effectiveness levels.

#### Results

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- Results were presented in 20 reports which highlighted key strengths and development areas for the business as a whole and for team/functional groups.
- 85% of Enterprise Inns' employees completed the survey compared to a UK average of c. 60%.
- This high response level demonstrated that Enterprise Inns' employees were interested and keen to share their opinions and it also ensured that the overall findings were representative of the entire workforce.
- Top line survey results were presented to the Executive team who were then able to identify business priorities and put plans in place to address these.
- Overall survey results were shared with all employees in June 2008 at the company's annual staff conference.

#### Client feedback

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"Allman Communication's expertise in employee engagement and communication helped us to identify what we wanted to measure and how we could go about doing this. Their independent approach meant our employees felt confident that the survey was being undertaken professionally and that their individual views would remain confidential. The high response rate means we now know what our employees really think – good and not so good – and can begin to act on the survey findings to maximise our employee effectiveness". **Ted Tuppen, CEO, Enterprise Inns**

#### Talk to us

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To find out how we can help you better communicate with and engage your employees, please contact:  
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