

Project case study: Ngaje for colleague surveys

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DIRECTION OF TRAVEL: Employer of Choice, Live our Values

The challenge: Providing the opportunity for colleagues to 'have a voice' is essential but challenging in a multi national business where approx. 70% of the workforce work in the packhouse with limited access to Technology in the workplace. We are have 3 operational shift patterns to organise, plus a population of office based colleagues.

Setting out the plan: Previous (2016) colleague opinion surveys have been conducted either on paper or using survey monkey. This does not provide a personalised experience as the process is only translated in English and some colleagues written English skills are poor. It was therefore important to understand colleagues views on completing a survey that they trusted, that could be completed in their own language and that could be personalised. It was also important that an improved system provided accurate reports and data that could be easily communicated. We wanted to ensure a sustained survey completion rate of over 80% from 2019.

How we went about it: Ngaje was introduced to the business via the M&S workers voice survey. The system had clear reporting capability and was easy to use. Engaging with the Your Voice forum and using the Quarterly briefs as a platform for communication and updates, we were able to explain to our colleagues the system improvements what they could expect.

The improvement has continually changed since the introduction of Ngaje in 2019; we initially asked colleagues to be buddied with an office member to ensure they were able to complete the survey, we then transitioned to individual completion using a tablet provided in their area of work. However recently we have held 'events' were colleagues take part in a team activity, then individually complete the survey. We also have recently changed the number of questions and have moved to Yes/No answers which then enables us to ask for specific feedback. At the last survey we received over 300 free text comments (previous stats we circa 50-60 comments).

Delivering results: Since using Ngaje participation rates have increased and been sustained as per the details below:

Year	% of employees	Number of employees
2010	69.5	-
2012	72.7	-
2014	73	-
2015	59	-
2016	69	-
2018	71.35	259
2019	83	312
2021	81	365
2022	89	385

Throughout 2024, we have increased the frequency of surveys (from annual to quarterly) and the average response rate is 81%. We have also reduced the length of time the survey is open from 3 weeks to 4 days.