



Client: Home Instead Australia

Profile: Privately held, multinational organisation headquartered in USA.

Size: 3,000 + employees (Australia)

The Client

Home Instead is a provider of quality in-home aged care services with a goal of maximising client health and wellbeing through authentic care and compassion.

Home Instead has always had a special focus on supporting its people to maintain quality and standards of service so that personalised client needs are met.

The Scenario

Home Instead have been conducting annual employee engagement and client surveys since 2017. This commitment to understanding the experience of their people and clients and actioning positive change has enabled Home Instead to consistently meet quality standards year after year.

In 2020, Home Instead wanted to further improve their employee engagement survey program by taking a more agile approach and reducing the survey completion time for participants.

Previously, employee and client survey results were packaged into one, which made it complicated to interpret results, understand year on year results and to gain insights from the data. Home Instead were also interested in introducing pulse surveys to capture real-time engagement feedback. Further, there was a need to upskill the new People and Culture Manager in charge of delivering the surveys.

"We were really proud to be running our surveys every year but recognised the need to continue to evolve our employee experience strategy to be more mature and more agile. That's when we decided to reach out to Effectus."

Engaging the Right Consultant

Effectus was the ideal consultancy to lead Home Instead through the transition period and take their employee and customer survey to a new level.

As experts in survey design, delivery and action prioritisation, it's the Effectus people that set them apart. With James Allen, (PhD Organisational Psychology) and Certified Qualtrics Employee Experience Expert leading the project, Home Instead was confident they were in safe and capable hands.

"Working with a consultant who is not only a functional expert but who has deep expertise in our preferred survey technology tool [qualtrics] meant that we were able to get straight to work on re-designing our approach, improving the survey experience for users and obtaining the right data needed to make informed decisions."

Amanda Spencer, Director People & Culture

Effectus was engaged to build, design, and administer the employee engagement survey, with Pulse surveys placed on-hold for the year due to COVID-19. Home Instead also opted to separate the employee and client surveys for a better survey experience, and enlisted James' support on this.

The Methodology

James and the team set to work firstly ensuring that there was a shared understanding of the scorecard for success and hosted workshops and stakeholder consultations to develop a well-informed picture of the current state. With a focus to shorten the employee engagement survey, the idea was to improve the survey participant experience whilst ensuring that the right type of actionable information was being collected for the business to improve.

An iterative design approach (30/60/90) was used to gain agreement on survey items. This meant that there was plenty of opportunities to collaborate and gather feedback to further optimise the survey. Timeframes were agreed upon through a project plan and a suitable communication approach was developed.

To ensure the quality of the final survey, James and team also developed a pilot survey. The team's expertise also meant that internal benchmarking was made possible. The feature of mapping previous and new survey items allowed the visibility of improvements on engagement over time. Finally, the dashboard was designed to present survey results was simplified, easy to use and as informative as possible.

The Outcomes

The changes that James and team implemented paid off – overall employee response rates to the survey shot up to 87% from 72% previously.

Plus, the overall employee engagement score for the organisation also increased.

Running an engagement survey through a disruptive COVID-era was not an easy decision, but one Home Instead can be proud of. Their commitment to engagement initiatives is a testament to how organisations can leverage their most valuable resource – its people – to achieve outcomes that set new industry benchmarks in delivering caring and compassionate services to their clients.

"I'm very happy with the outcomes we achieved, and this year has laid the foundation for the continued evolution of our strategy. The new survey process developed by Effectus made it so much easier and faster to understand what employees and clients need, and how we can work towards that."

Amanda Spencer, Director People & Culture

Due to the quality of work delivered on the employee engagement project, and although not in the original scope of works, Effectus was engaged to analyse and present the results of the client survey to the executive.

What's Next for Home Instead

By separating the employee and client surveys, technology can now be harnessed to reach even more clients as opposed to paper-based surveys conducted previously. The completion of the employee and client engagement projects positions Home Instead to execute on their long-term strategy objectives. Targeted follow-up is now possible, enabling even faster action to feedback. As an addition, pulse surveys and employee lifecycle surveys are also on the horizon.

About Effectus Consulting

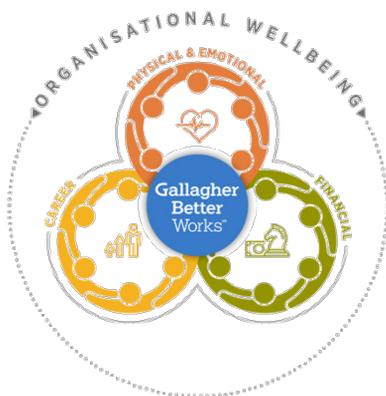
Effectus Consulting delivers outcome-driven HR, on your terms.

Whether you need immediate actionable employee relations advice, extra HR grunt or strategic people & culture advisory at the executive level, Effectus delivers solutions that are proven to:

- ✓ Minimise Risk
- ✓ Improve Efficiency
- ✓ Build Capability
- ✓ Boost Commercial Returns

Across our five core areas of service we quickly add value and deliver results.

We take action and genuinely and demonstrably improve the effectiveness and capability of your organisation through better systems, process and people performance.



Effectus Consulting is part of the Benefits and HR Consulting division of the Gallagher Group of companies. When you partner with Gallagher's Benefits & HR Consulting team, we align your people strategy with your overall business goals and optimise an organisation's wellbeing for greater productivity, profitability and growth, and support an individual's wellbeing for a complete life balance. We call this Gallagher Better WorksSM.

Working with you to move your organisation forward.

84%

positive candidate pre-employment testing experience

\$775k

the amount p.a that one of our clients is likely to reap after implementing Predikt-r as part of their pre-employment screening processes

250

Over 250 years collective consulting experience

100%

Net Promoter Score (NPS) regarding 360 Degree Feedback and Verbal Debrief Session

32%

Improvement in leadership capability

We are a proven, full service HR Performance Partner - a smart way forward for your business.

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