**SERO EMS Group**

With the help of QuestionPro, Sero conducts employee surveys worldwide in order to sustainably increase employee engagement through the continuous collection of employee information.

## Challenge 1

Recording the current status of all locations.

Implementation of various KPIs.

## Challenge 2

Understanding the high fluctuation rate and ultimately avoiding it.

"Understanding what really matters to employees"

## Solution   Employee Experience

**CONTACT**

Susanne Götz
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QuestionPro

# About Sero

The leading manufacturing service provider in the German EMS industry.

For more information visit us here:
https://www.sero.com/



## Overview

We were lucky enough to talk to Susanne Götz, Head of Human Resources at Sero, about working with QuestionPro. In addition to the technical requirements of an employee experience solution, such as surveying production and office employees and providing various dashboards for data analysis, the generation of cross-group insights was the top priority in order to understand "what really matters to employees".

## Goal

The objective in choosing QuestionPro was to find an employee experience solution that could be used internationally and across all groups in order to understand where there were problems, to counteract these with change measures and to remeasure the impact of the change measures. It was very important to record the current status and implement a cross-group measurement metric so that everyone receives the same questions. Sero also wanted to understand the reasons for employee turnover and counteract this in the long term.

## Challenge

As each group acted on its own, a common denominator had to be found when selecting the question set and defining the key KPIs. In addition, employees in production could not be surveyed via email and the questionnaire had to be made available in many languages. Furthermore, Sero wanted a certain degree of comparability in the market to see whether they were on the right track with the results.
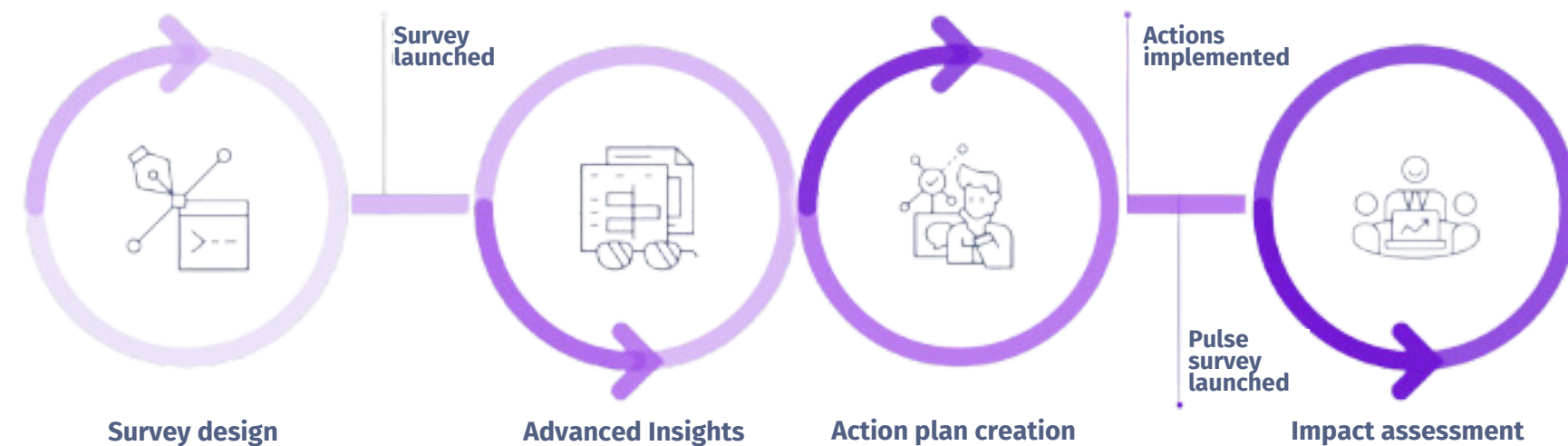
QuestionPro

> **We received competent support at all levels from the QuestionPro team for our complex project.**
>
> **Susanne Götz**
> Head of Human Resources

Insight

Analysis    **Surveys**    **Empower**    Impact

Measurement    Action

# Implementation

As part of a kick-off meeting, all relevant details were discussed with the relevant stakeholders from Sero and QuestionPro. In addition to the eNPS (Employee Net Promotor Score), the questionnaire also included topics such as wellbeing, diversity, relationships, recognition and development, as well as the opportunity to provide open feedback. In addition, a hybrid survey was used: all employees who had email access could be surveyed via email. In contrast, employees who work in production were able to take part in the survey using a code on a laptop. The survey was quickly programmed and adapted to the Sero Group's design. In addition, auto-translation was used, allowing translations into the different languages of the group to be generated with a single click.

Survey launched    Actions implemented

Survey design    Advanced Insights    Action plan creation    Pulse survey launched    Impact assessment

The results were made available in an online dashboard according to responsibilities so that each manager could view the data for their own area. In addition to the rapid implementation of concrete change measures, such as the purchase of new chairs, it was particularly important that the team leaders discussed the results with their teams and talked about challenges and possible solutions. Sero was already able to see a significant improvement in the subsequent Pulse survey with five selected repeat questions.

QuestionPro

# Overview of QuestionPro solutions

- Market research solution
- Online community
- Consulting
- Full service
- Global Panel (22 million)
- Customer Experience Solution
- Employee Experience Solution
- AI sentiment analysis

## About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and desires of our customers in the fields of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main business areas are Market Research, Customer Experience and Employee Experience.
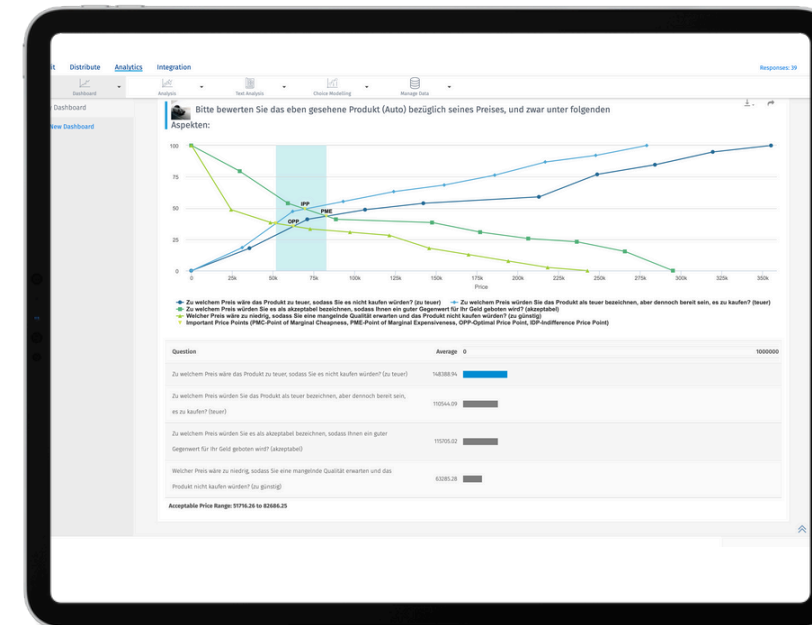
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