

How Desert Diamond, a tribally-owned and operated casino and hotel, builds team member trust by going all-in on employee engagement



Employee engagement can have a massive impact on a company's bottom line. Desert Diamond uses SurveyMonkey Engage to get accurate, real-time employee feedback, and identify issues before they become problems.

THE CHALLENGE

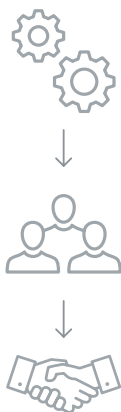
Do your employees trust your organization's attempts to engage them?

Ascencion Muniz, Assistant Director of Organizational Development for Desert Diamond Casinos, had a problem.

"For years, we've used different engagement processes. We've created surveys ourselves, we've contracted with full-service vendors to manage the process, we've partnered with consultants ... but we were always left to our own devices when it came to using the data."

In his 27 years with the organization, Ascencion had seen a host of employee engagement initiatives come and go. None of them seemed to work for their needs. To make matters worse, employees were becoming cynical of further attempts to engage them.

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THE SOLUTION

Invest in a solution that your employees will trust

Ascencion and his colleague, *Michele Gibbons*, *HR Project Coordinator*, were already very happy SurveyMonkey Enterprise customers. Their account representative heard about their problems and introduced them to SurveyMonkey’s end-to-end employee engagement solution, SurveyMonkey Engage.

With its built-in expertise, intuitive user experience, and anonymity protections, employees feel comfortable speaking their minds. This is critical, especially with a disengaged, potentially jaded workforce.

SurveyMonkey Engage’s monthly survey cadence and real-time reporting have enabled Ascencion and Michele to quickly have frank conversations with team members, sharing concerns, discussing areas of opportunity, and identifying where problems exist.

“Team members are demonstrating much more support and trust. That has a huge business impact for us.”

THE TAKEAWAY

A solution you can trust means data you can trust

In a relatively short time, SurveyMonkey Engage’s automated monthly surveys have helped Desert Diamond cash in on a slew of benefits. For one, they’ve been able to collect and take swift action on confidential employee feedback, addressing issues before they turn into larger problems.

“It would take us 7 years to get where [SurveyMonkey Engage has] gotten us in 7 months.”

Company

Desert Diamond

Strategic goal

Employee engagement

Solution

SurveyMonkey Engage

Key feature

Real-time feedback and user-friendly interface

With all of their fresh, relevant data, Ascencion and Michele have also been able to hold regular discussions with executive leadership and management teams—helping instill the idea that “engagement and satisfaction is not just an HR responsibility. It’s a leadership responsibility.”

Ascencion continues, “Because of Engage’s frequency and real-time reporting, we’re able to put it in leadership’s toolbox so that they’re driving the engagement and satisfaction improvement process.”