The Dennemeyer Group uses feedback to foster an employee–centric culture

Dennemeyer
The IP Group

Strategic goal
Implement initial employee feedback survey
Understand employee opinions on workplace culture
Analyze feedback easily

Solution
SurveyMonkey Enterprise

Success factor
Scalability
Response rate
Built-in analysis

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> This was not something that we could do with a 5-question survey and an Excel spreadsheet; we needed a comprehensive survey tool.

Soh-Pih Mariette Nikolai-Schneider
Manager, Events and Employer Branding, Dennemeyer

Hearing the voice of hundreds of employees

The Dennemeyer Group has occupied a singular space in the Intellectual Property (IP) market since 1962. As a full-service provider for IP protection and management, Dennemeyer works with various clients to protect their IP rights and ensure the health of prominent brand identities.

When the company wanted to turn its attention to one of its most important audiences — its employees — with renewed focus, the employer branding team knew the company needed to start with the basics. They needed to give employees a way to voice their thoughts before an action plan could be created.

Collecting feedback from approximately 1,000 employees worldwide was not a simple undertaking. Dennemeyer would need a tool capable of efficiently and anonymously managing responses and presenting the data in an accessible format. Individuals at the company had been purchasing personal plans of SurveyMonkey for other projects for some time, and after looking into SurveyMonkey Enterprise, Dennemeyer decided that upgrading its subscription would provide precisely the capabilities it needed – the opportunity for team collaboration, enhanced analytics, and data stored on EU servers for GDPR compliance.

![momentive logo]

Reaching thousands of diverse, global employees

The survey would be the first-ever company-wide employee survey for Dennemeyer. As the company was seeking to become more employee-centric, its employer branding department aimed to collect feedback that highlighted differences in geographic regions and departments. With this information in hand, solutions could be tailored so that they would truly resonate with employees.

"We wanted to truly understand what employees were saying and see what they were seeing," Nikolai-Schneider said. "We created questions that covered what they think about the company, what they wish for, what their needs are, areas in which they have critiques, and what they see as strengths of Dennemeyer."

Nikolai-Schneider and her team crafted an extensive list of questions they wanted to ask employees – including ones with open-ended responses that allowed employees to provide as much or as little detail as they wanted. As this was an initial survey, Nikolai-Schneider and her team used some educated hypothesizing to set KPIs for tracking, including the number of respondents they hoped to have, response time, and completion rate. Once finalized, the survey was sent to the entire Dennemeyer global workforce. The responses proved to be a wealth of information and opportunity for Dennemeyer.

> "SurveyMonkey Enterprise is easy to use, and you don't need to be a statistics professional to use it. The question types and survey design are adaptable, and we can create something that will fit our needs."
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> **Soh-Pih Mariette Nikolai-Schneider**
> Manager, Events and Employer Branding, Dennemeyer

Understanding geographic differences and turning feedback into action

The initiative successfully collected feedback from over 500 employees, with about 53% of Dennemeyer's employees sharing their thoughts. The team used SurveyMonkey Enterprise's built-in tools to conduct analysis and created unique presentations for employees, management teams, and the firm's regional directors across the organization to showcase the findings. The decks included data on various questions asked as well as memorable or illuminating open-ended responses.

Nikolai-Schneider said the team used the feedback to identify and prioritize new regional and global initiatives, such as developing an employer value proposition and adapting employee training plans. She also added that Dennemeyer's use of SurveyMonkey Enterprise is expanding — in addition to further employee surveys, the marketing department has started using the platform to collect customer feedback. Nikolai-Schneider foresees Enterprise continuing to be an essential tool in her arsenal. "We are able to collect so much information that we had no way to gather before," she said. "SurveyMonkey Enterprise is immensely valuable to us."