SurveyMonkey®

Service Credit Union mitigates COVID-19 risk with daily symptom tracking surveys

Zero COVID-19 tragedies among 650 employees in NH

93% of employees continuously test negative over 14 months

Daily surveys across 34 branches in New Hampshire

THE CHALLENGE

Collecting and responding to 650 employees' COVID data on a daily basis

Service Credit Union (Service CU) is a not-for-profit, member-owned financial cooperative with 880 employees and 50 branch locations in the US and Germany.

In August of 2020, the State of New Hampshire required Service CU to perform an ongoing daily Q&A with all employees who were planning to work onsite in one of its 34 branches and 3 corporate offices. The company had to determine employees' health status and prohibit anyone who might be COVID-compromised from gathering in person. "When the state said every day, we were taken aback," says May Hatem, vice president of HR & training at Service CU.

Initially, Service CU tried paper forms, but these were ineffective. At Service CU's branches, Hatem's HR team had asked branch managers to interview their staff and complete the forms for them. However, managers felt uncomfortable asking about colleagues' health. Meanwhile, at corporate offices, security teams were charged with questioning employees individually and could not do so quickly enough or in a way that enabled results to be quickly triaged by the HR and Risk Team.

"We needed to act super-fast with a simple research tool that would allow us to collect and analyze employee COVID data quickly. Thankfully, we had used SurveyMonkey for a company event and knew it could handle the job," explained Hatem. She also notes that the unprotected paper forms and verbal Q&A represented privacy and regulatory concerns. "We were ecstatic to learn that SurveyMonkey Enterprise offered HIPAA-compliant features."

THE SOLUTION
Fast results gathered via text messages and email

Service CU had to act quickly. Service CU's assistant VP of risk created a 7-question COVID survey with SurveyMonkey Enterprise in under 10 minutes. When Hatem requested changes, they were completed within 2–3 minutes. The survey also enabled Service CU to identify the location at which the employee normally works or plans to work, making it simple for the HR team to quickly identify who may have been exposed if a COVID case appeared at any given location. When the survey was ready, the team embedded the customizable survey link directly into Service CU's existing Ad Hoc Communications platform.

Taking advantage of Enterprise's flexibility, they sent the survey daily via SMS and email, asking employees whether they would be working onsite that day. Employees that responded "yes" were then required to complete the survey to report on their health before being allowed onsite.

Service CU's survey relied on SurveyMonkey's advanced logic to rapidly identify respondents who answered 'yes' when asked about COVID symptoms. When an employee responds 'yes', the survey automatically ends, while an intelligent alert notifies the AVP of HR of the employee's response. No need to sift through hundreds of 'no' responses to find symptomatic employees.

Service CU's Risk department shared four distinct SurveyMonkey-based COVID data reports with executives and department heads: daily, 7-day, 30-day, and 'Pandemic to Date' reports of employee quarantines, positive tests, and hospitalizations. All reports are broken down by department and include both overall and department-specific trends.

THE RESULTS
Continuously maintaining the safest workplaces possible

Hatem sums up her results of using SurveyMonkey Enterprise this way: "It totally saved us. Acting incredibly fast by using SurveyMonkey's rapid research creation and data analysis, we have not had a single COVID tragedy in our entire company." Service CU had just a single hospitalization, and that person has recovered fully.

Hatem has credited SurveyMonkey for helping to prevent office closures. Employees all report by 7am each day, and with only a single AVP reviewing the data, the company knows each location's status by 7:30am. Service CU's members also appreciate the end results of the effort. It has allowed the credit union to communicate its COVID-screening process to members and the public seeking reassurance on branch safety. "We would not have been able to keep so many people safe without triaging quickly and accurately based on SurveyMonkey data," Hatem concluded.

"I belong to an HR group from different credit unions. When peers ask how to collect data about employees and find meaning in it, I say 'just call SurveyMonkey—your life will be so much easier."

May Hatem, Vice President of HR & Training, Service CU

Learn more at surveymonkey.com/enterprise/