



How the State of Michigan uses surveys to ensure its newly remote employees remain engaged



THE CHALLENGE

Replicating the engagement of in-person focus groups in a remote workforce

The State of Michigan's Department of Technology, Management & Budget (DTMB) provides vehicles, buildings, building management, purchasing, IT, financial services, mail services, and a print shop among others, for other state departments and agencies. Pam Kenney, a specialist, process, and communication consultant in the Office of Performance Management (OPM) at DTMB, said OPM's work is integral to the DTMB's mission to "enable a government that works."

Kenney and her peers are experts in employee engagement, customer satisfaction, and process improvement. They excel at analyzing feedback and gauging how employees are feeling about various initiatives, and until 2020, they gathered this feedback mainly through in-person workshops, meetings, and focus groups. As the DTMB and the rest of the State of Michigan's employees became a distributed team in spring of 2020, Kenney's work became even more important as employees adjusted and new initiatives had to roll out. The State of Michigan utilizes Microsoft Teams, which provided a useful collaboration and communication avenue for the newly remote employees. But replicating some of the more engaging pieces of in-person meetings and brainstorms was difficult, even though the team had a few self-serve SurveyMonkey accounts.

OPM needed something to boost engagement virtually, and it needed to be able to easily integrate with Microsoft Teams.

Company

State of Michigan's Department of Technology, Management and Budget

Strategic goal

Integrate feedback capabilities into Microsoft Teams
Boost focus group engagement in a virtual setting
Increase team capacity for soliciting feedback

Solution

SurveyMonkey Enterprise with Microsoft Teams integration

Success factor

Open and honest feedback through anonymous surveys
Shareable analytics and insight reports
Engaging virtual workshops

THE SOLUTION

Expanding capacity and boosting insight

When the Office of Performance Management upgraded to SurveyMonkey Enterprise, it was able to create a new process improvement style that built upon the success of the in-person approach. With SurveyMonkey integrated into Microsoft Teams, Kenney and her peers use polls for live brainstorms, prioritize points of discussion through in-the-moment surveys, prepare for workshops with pre-surveys, and gauge the results of workshops with post-event surveys. During workshops, Kenney uses polls as trivia/brain breaks to inject some fun and reset time for the team.

More team members have access to SurveyMonkey due to the upgrade, they are able to craft and send out surveys quickly, tracking OPM's customer satisfaction scores long-term. Kenney previously held the unofficial role of "SurveyMonkey expert" before the upgrade, meaning a lot of requests for surveys were filtered through her. Now, others are empowered to use the platform on their own, freeing up more time for her to focus on process improvement.

"The help pages on SurveyMonkey's site have been incredibly useful as we all learned how to get the most out of Enterprise – they're fantastic."

THE RESULTS

Automating and creating new best practices

SurveyMonkey Enterprise has enabled greater collaboration within the DTMB. Kenney regularly pulls reports from SurveyMonkey to share with project leaders, team members, and executive sponsors to show real-time project survey scores and areas where processes may need improvement. Having access to advanced analytics through the Enterprise upgrade has been beneficial, Kenney said.

The initial upgrade was very timely in engaging newly remote teams — Kenney said SurveyMonkey will continue to be a part of her team's work long into the future. Once the team is back in the office on a regular basis, the SurveyMonkey app for Microsoft Teams will still be a part of its process. Enterprise can scale to what the team needs no matter where employees are working from, making this "crisis solution" a new best practice for DTMB.



"I can use SurveyMonkey as a tool to automate all kinds of projects, not just surveys – and I still get the analytics, which is the best part."

Pam Kenney, communication consultant, Office of Performance Management (OPM)

Learn more at surveymonkey.com/Enterprise