



Bersin by Deloitte Case Study: Employee engagement platform helps reduce voluntary turnover by almost 75 percent

SEATTLE – Eighteen months after an insurance company implemented weekly pulse surveys from TINYpulse, voluntary turnover in its information technology department had fallen by almost 75 percent, [according to a new case study](#) from Bersin by Deloitte, Deloitte Consulting LLP.

The case study, “Getting to the Heart of Employee Engagement, How GuideOne Insurance Leverages Weekly Pulse Surveys to Monitor Employee Commitment,” focuses on the use of [TINYpulse’s](#) employee engagement platform by GuideOne in its efforts to boost engagement and reduce attrition.

“Implementing TINYpulse has helped to improve cross-departmental dialogue, empower senior leaders to act on employee feedback, and give employees and managers a powerful tool to discuss opportunities and challenges while increasing engagement across the company,” Robin Erickson, Ph.D., Vice President, Talent Acquisition, Engagement, and Retention Research at Bersin by Deloitte, Deloitte Consulting LLP, wrote in the case study.

In early 2014, GuideOne leaders noticed discontent inside the IT department. Fearing a voluntary turnover increase among the IT staff, the new CIO began meeting individually with his staff members to figure out why employees were unhappy. Finding that one-on-one meetings with a team of almost 100 members were productive but not sustainable, the CIO chose to implement TINYpulse to get ongoing feedback from employees.

“In an effort to stay in touch with the ‘pulse’ of our organization, and more efficiently than one-on-one sessions to gather information, I am trying something new,” the CIO told employees in an email when he rolled out TINYpulse.

TINYpulse works by sending employees a one-question survey each week. Managers can review the anonymous responses to find problems. At GuideOne, the CIO would discuss the results of each week’s survey with the entire department and openly address the issues they raised. This extra step proved to be pivotal in improving morale.

When GuideOne implemented TINYpulse in 2014, the turnover rate inside the IT department was 12 percent. By 2015, the turnover rate had fallen to 3.1 percent.

“One of the biggest new trends in business is creating an open world for feedback, something that further breaks down the barriers between employees and their managers,” said Josh Bersin, principal, Bersin by Deloitte, Deloitte Consulting LLP. “Forward-thinking leaders tend to treat feedback as key to improving engagement and reducing turnover, but they also have to act on it. In GuideOne’s case, it wasn’t enough just to solicit feedback. Success came after the CIO confronted the problems raised in the surveys.”

Due to the success of TINYpulse within the IT department, GuideOne recently expanded the program to its customer service team.

About TINYpulse: We offer an easy feedback solution for leaders looking to boost worker happiness. TINYpulse takes the pulse of your workforce through a weekly, one-question survey, and helps boost company culture by making it easy for coworkers to recognize each other’s good work.

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