



SIEMENS Employee Opinion Survey

When the time came for their annual Employee Opinion Survey in 2009, Siemens in Congleton looked to Angela Lawrence of Itero Marketing to fulfil their needs. Key to Siemens' supplier selection was the choice of a local business who could respond rapidly to specific project needs whilst being qualified and experienced in all aspects of market research.

Angela was involved in the design, print and fulfilment of all employee questionnaires, collection of completed surveys, input and final analysis to deliver multiple graphical outputs in a specific format as requested by Siemens.

"The whole project ran very smoothly from start to finish." commented Angela, "The brief was clear and concise so I knew exactly what the deliverables were to be from day one; it was then my job to analyse and manipulate the data appropriately to produce the required graphical output."

"Probably the most time consuming aspect was the data checking, but as all data input was manual this was crucial to ensure 100% accuracy of results, and the complete project was turned around within just three weeks of receipt of the final completed employee survey"

Michaela Lawton-Wallace, Business Excellence Champion commented "We were delighted to use a local supplier for this important piece of work. Employee opinion is extremely valuable to us, and Angela managed to turn around the project rapidly whilst producing an excellent standard of work."