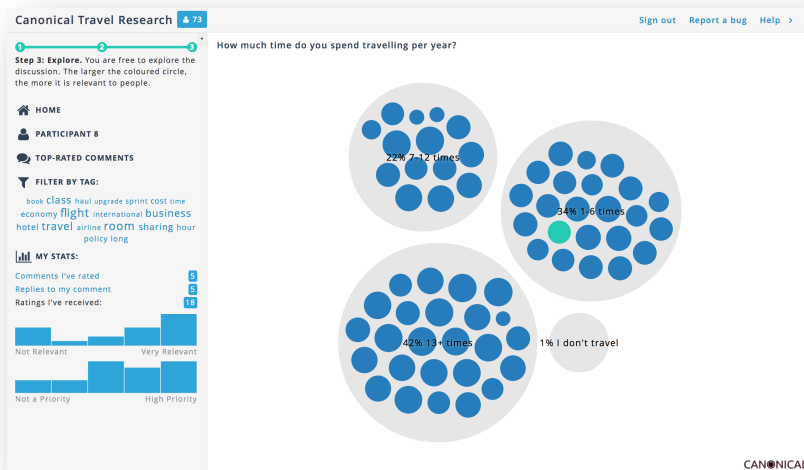


Case Study: Canonical Travel



BACKGROUND

Canonical wanted to ascertain how its employees felt about its travel policy and to gather any ideas they had for how it could be improved.

WHY CROWDOSCOPE?

Unlike a typical survey where participants provide feedback in isolation, Canonical's employees were able to interact with other participants and get truly involved in the discussion on Canonical's travel policy. Not only could they read their colleagues

responses, they could indicate how much they agreed or disagreed with these responses by replying to them and rating them on two evaluation criteria: 1) how much it matched their experience and 2) how much of a priority the issue highlighted should be to address.

OUTCOMES

Crowdoscope's nested circle visualisation allowed participants and leaders to instantly see how many times employees' travel per year and how travel experiences between groups varied.

With plenty of rating behaviour, the project leaders at Canonical could be confident that the top suggestions for improvement had the community's approval and reflected their opinion, hastening leaders' response to action.

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