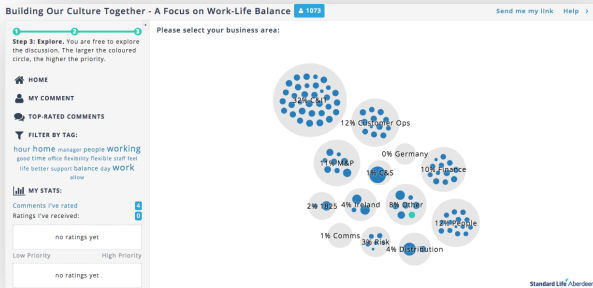


Case Study: Improving Work-Life Balance

BACKGROUND

Standard Life is a savings company that employs 4,500 people. They sought to establish how they could help their employees achieve a better work-life balance, as part of a project entitled 'Building Our Culture Together.' They simultaneously wanted to understand whether or not their current company culture allowed for an effective work-life balance.



WHY CROWDOSCOPE?

The project required a large sample of employees, from a variety of different business areas. Crowdoscope's initial grouping question allowed participants to select their business area, meaning the analysis could take into account how different sectors felt about the

important topic. The tool then allowed everyone collectively to respond to and discuss the same open question, ensuring Standard Life were provided with community-validated responses which reflected the views of their workforce as a whole.

OUTCOMES

Crowdoscope allowed Standard Life to gain a vital insight into how their employees felt about their work-life balance. The high level of interaction between the employees ensured that Standard Life could trust that the top-rated comments were an accurate reflection of their wider workforce.

The evaluation criteria also meant that Standard Life became aware of the extent to which people's suggestions were already present within the company. The high response rate means that Standard Life can be confident in any changes they wish to implement as a result of the Crowdoscope.

Crowdoscope

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