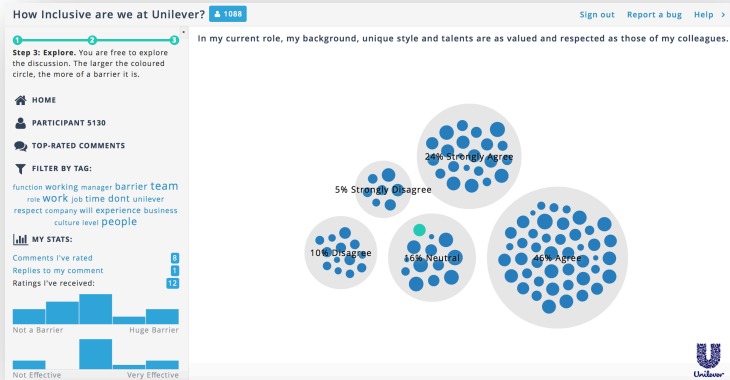


Case Study: Unilever Diversity



BACKGROUND

In this project, Unilever launched a Crowdoscope to explore the extent to which their employees feel included and valued for who they are in the organisation.

WHY CROWDOSCOPE?

Crowdoscope's sophisticated algorithm that shares out comments equally proved ideal in ensuring that all responses from the large population of 5,000 invitees were seen and rated.

In displaying conversations as interactive visualisations, Crowdoscope

provides an environment that encouraged participants to explore and get involved in the discussion. Not only was this naturally engaging for the participants, but it also enabled key insights to be crowdsourced by the community through their ratings.

OUTCOMES

With a polling question that received such strong agreement ratings, it was important to have a means of identifying different topics of discussion as well as the extent of agreement within these topics.

There were revealed through a clever combination of text analysis and participant rating outputs generated by

Crowdoscope, identifying key groups within the organisation in need of attention.

The actions sourced from participants' suggestions for improvement meant that leaders within Unilever could inform their action planning and react instantly to address problem areas.

Crowdoscope

www.crowdoscope.com
hello@crowdoscope.com
+44 (0)207 613 4608

