

RESEARCH

Your staff and your clients.
What do they really think?



The landscape in which your organisation operates is constantly changing. Understanding it better can lead to actions that increase revenue, reduce costs, improve communication, reduce attrition and increase skills.

Nicholson McBride uses a variety of research techniques, tailored to each organisation. These techniques are designed to provide insights that will enable you to manage your organisation's relationships with its varied audiences better.

The right research can:

- 1 Benchmark best practice to measure performance
- 2 Assess staff satisfaction with the organisation
- 3 Test the effectiveness of internal and external communications
- 4 Deliver cultural audits on attitudes and beliefs
- 5 Survey your clients' views on you and your relationships with them
- 6 Uncover what triggers positive change and what doesn't

Three stages

There are three stages to the research process: identifying your needs; selection and design of research tools; delivery of results and their implications.

1. Identifying your needs

Our approach is to start at the end. We talk deliverables before methods. How can research improve your organisation? What are you hoping to get out of it? We answer these questions before we move on.

2. Selection and design of research tools

Having discussed your objectives we would then identify the best research method. Possible approaches include:

Employee opinion survey

We don't have a standard employee survey. We start from scratch. And design a survey that has a much higher chance of engaging your employees and encouraging quality responses.

Cultural audit

We use cultural audits to help manage mergers. They highlight organisational similarities and differences. And enable you to promote the former and manage the latter.

Communications survey

We use communications surveys to audit your current communications strategy: content, process and behaviours. Are the right messages reaching the right audiences, in the right way, at the right time?

Client survey

A client survey is designed to gauge your clients' satisfaction levels, determine the quality of your relationships, anticipate future requirements, and give you feedback on areas for improvement, as well as organisational strengths.

Benchmarking

We can create surveys designed to benchmark you against other organisations (within and across sectors), based on agreed criteria.

Perception is reality.

3. Delivery of results and their implications

Key findings and recommendations against your objectives are compiled, insights delivered and conclusions drawn to give you a clear set of actions.

Our consultants are experienced business psychologists and have the skills to follow up on any issues that are identified through your research. Whatever you find out about your organisation, we are ideally placed to help you drive the changes you need.

The results can provide the basis for:

- Improving employee satisfaction and retention - leading to enhanced business performance
- Client care programmes
- Competitive advantage through better marketing and business development
- Greater differentiation through better understanding of you and your competitors

Recent research assignments include:

- Global client survey with a leading professional services firm
- Client survey with a leading Government body
- Internal communications survey for a leading high street bank
- Pre-merger cultural audit of 3 government bodies
- Benchmarking exercise across 6 investment banks