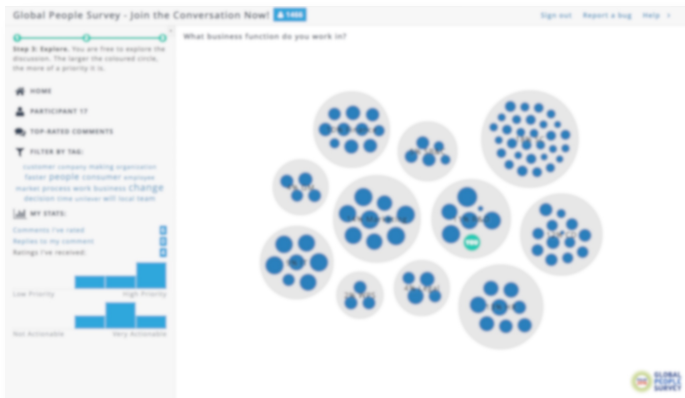


Unilever: Global People Survey



Unilever is a multinational corporation in the fast-moving consumer goods industry. Turning over €53.3b p/a (2015), the organisation is comprised of 168,000 employees who are responsible for 400 brands distributed throughout 190 countries.

The Brief

Following their annual Global People Survey, Unilever wanted to drill down further into the survey's findings. Crowdscope proved ideal in enabling Unilever to ask employees to suggest and discuss possible solutions to the key problems identified in the survey.

The Project

Leaders at Unilever invited a large sample of 10,000 employees to provide ideas on what Unilever should do to become a more responsive, consumer-facing company.

After making their own suggestions, employees' were able to explore the ideas of others, building on them through writing replies and rating them according

to prioritisation and actionability. Following this, both employees and leaders alike were able to see the most popular ideas instantly.

The Crowdscope team decided to group employee ideas in the visualisation by business function, which provided context for participants, and made ideas relevant and easily transferable to action for leaders.

The Outcome

Overall, Unilever's leaders were able to enhance the value of their Global People Survey by building on the findings with more targeted questioning in an interactive environment, giving their people a direct voice which they could use to both suggest and identify the best ideas for Unilever.

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