

# Employee Engagement Research

## De Vere Hotels

MSB was commissioned by the De Vere Group to conduct research amongst its 8,000 employees and to provide solutions and recommendations for service improvements that will be integral to the organisation's strategy plan.

The first two waves of research established a firm benchmark against which improvements have been implemented and continue to be monitored. The third wave linked the vision of the organisation with individual service delivery.

The fourth wave of research took the initiative a significant stage further. Four core themes have been identified for particular focus. Further enhancement in the ratings to these questions will have a noticeable effect on the commercial success of the business.

The Employee Research has become so integral to the way of life at De Vere that management remuneration is in part now dependent upon their ability to lead and motivate their colleagues as defined by this diagnostic exercise.

The hotel units receive a very high level of personalised service from nominated research executives at MSB. This level of service is unique in the Consultancy industry.

The Employee diagnostic has resulted in improving levels of morale, staff retention and in higher levels of customer service, all of which are contributing to the Group's overall performance.