



Employee Satisfaction  
+ Customer Satisfaction  
= Business Success

Loyalty through satisfaction



# ESI and MSI Measurement

ESI = Employee Satisfaction Index → MSI = Management Satisfaction Index → →

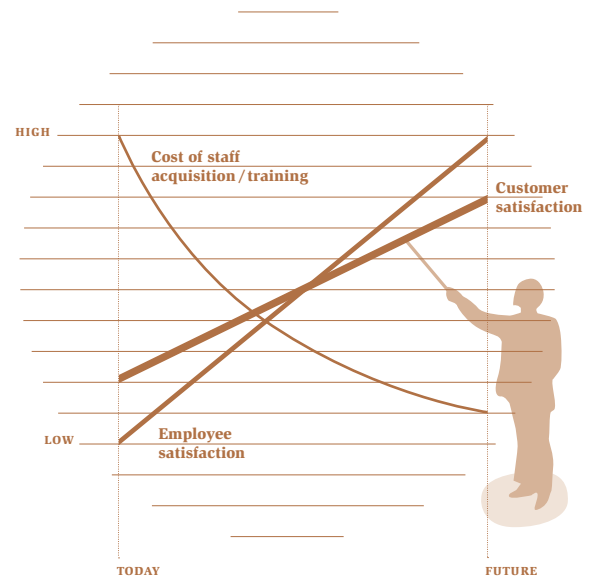
Business success depends on the satisfaction and motivation of employees and managers in the long term.

## We analyze:

- the satisfaction of your employees and/or managers
- the drivers behind, which can change your particular situation – these drivers vary from company to company and, as our experience shows, are often not money-related.

**We offer a multi-step approach: You may stop after each step and you will still gain valuable results.**

Employee satisfaction is one of the conditions of loyalty; thus keeping knowledge and experience in the company. Our driver analysis helps you to take specific and effective action – to save time and money. See for yourself how situations can be improved with a detailed understanding and comparatively little investment – to make your business run smoothly and be a satisfying work place.



We can offer this holistic awareness and change program at a very fair price. It is even more reasonable, since you can decide whether we shall continue or not after every module. Each module entails valuable insights on cause and effect as well as influence factors concerning your employees' satisfaction.

**Olaf B. Tietz**, *Managing Partner*

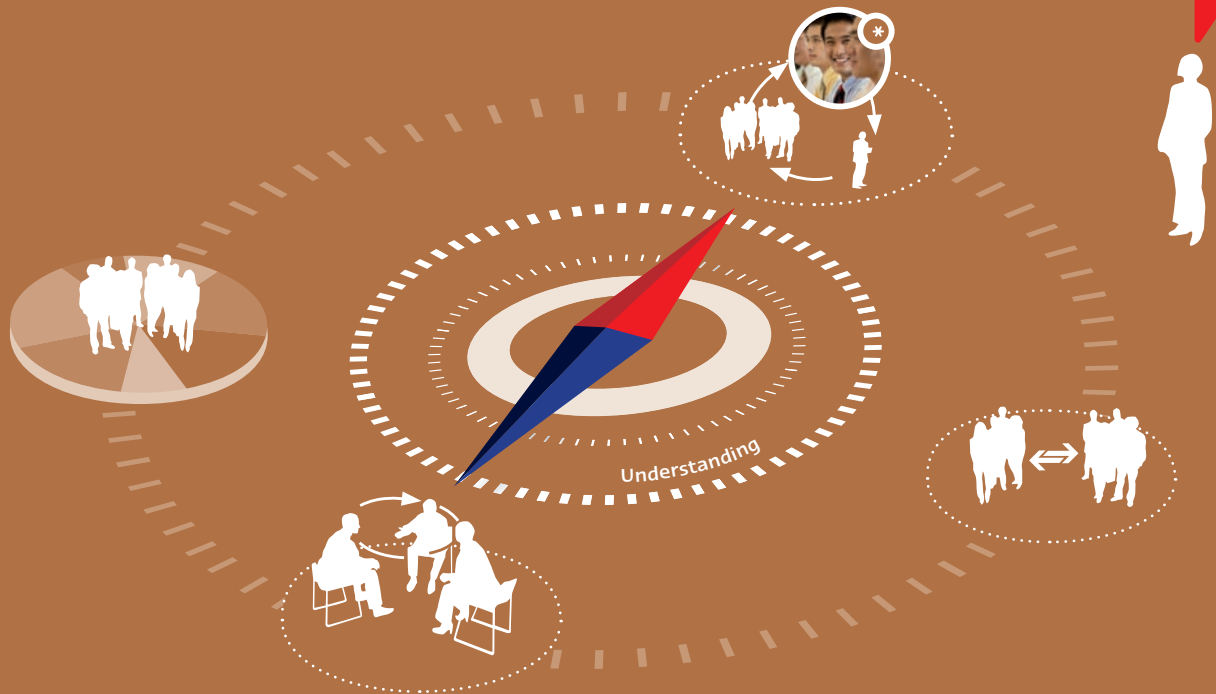
# 1 Set-up Workshop

↘ approx. 1 week preparation time

↘ 1 day execution

Discussion about the current situation, identification of suitable approaches. Become familiar with our specific offer for you. Mutual questions & answers. Decision on project scope and timeline.

Discuss and define project goals, choose the suitable steps from our research offer.



EMPLOYEE SATISFACTION INDEX  
(CUSTOMIZED SURVEY DEVELOPMENT AND MEASUREMENT)

ESI



## ➤ Results

After this step you hold an expertise on the necessary measures for your specific situation.  
**Manfred Schönebeck**, *Managing Partner*

▶▶ *Contract starts*

# 2 Qualitative Phase

2 weeks interviews

2 weeks evaluation

- Skilled researchers personally interview a carefully selected sample of employees in specific parts of your company in order to gain a comprehensive insight into the actual everyday work experience, processes, responsibilities and structures, considering e.g. specific corporate culture.
- We offer a management workshop about the results and insights of the qualitative phase, which yields valuable knowledge for day-to-day management decisions.

Sit with us for a first description of the situation from your point of view and support us in the selection of our first interview partners. Deliver your feedback for our next steps.



"Some of our employees are simply too young to settle down."

"I was very pleased, when we moved into our new office - our equipment has really improved."

"There's too much overtime and no reliable planning for the next day."

"We are a very committed team, it is really inspiring."

"I have good career opportunities."

## Results

After this step, we provide a fully developed, but not standardized questionnaire. You will gain insights into influential aspects of job satisfaction in your company and you will receive an expertise on possible "quick wins".

**Jason Yang**, Senior Researcher and Chief Representative, Beijing office

▶▶ At this point we will discuss our preliminary results with you and you may stop our survey here.



# 3 Quantitative Phase

↘ 2 weeks preparation

↘ 2 weeks execution

↘ 4 weeks evaluation

## A specific questionnaire is compiled based on:

- General knowledge about work satisfaction and specific aspects of your company, such as cultural background, corporate culture, characteristics of your industry or sector as well as current social and economic trends.
- A representative sample of employees takes part in an anonymous online survey.
- We train responsible individuals in your company who support the online survey process.

## Elaborate analysis:

- Identification of most important drivers (factors) of satisfaction
- Differential analysis of patterns within the results as well as by various external factors such as professional groups, age, gender, position, departments, branch offices/outlets, internal management/organization structures
- Consultation about your questions and further in-depth analysis: What is of practical importance to you?
- Final result reporting (result workshop)
- Individual reports for departments as you chose.

Discuss the questionnaire with us and support the online survey process. Ensure that employees can take part anonymously within their working time.



## Results

At this point you will have detailed and scientifically validated knowledge about the drivers behind employee satisfaction in different positions/departments of your company and we will issue detailed feedback reports. You may repeat this step annually for change watch.

**Hans-Peter Bergner**, Senior Consultant

||▶ If you decide to stop the process at this point, you will already have exact analytical results for your own further steps.

# 4 HR Toolkit

↘ depends: min. 4 week

↘ complex solutions approx. 6 months

- On the basis of your specific results and international best practices, we develop a number of measures or tools together with you. (e.g. Training Program, Team Building, Management Guidelines, Employee Awards)
- We develop communication and incentive concepts for the implementation of the tools by the respective departments
- We offer to present them in an attractive format, such as graphically designed media products (films, presentations or brochures)
- We conduct training workshops for your HR department(s).

We will cooperate closely with you to develop the best suitable measures and communication approach for your situation.



## ↗ Results

After step 4 you will receive a tailor-made HR toolkit and communication approach to increase satisfaction and loyalty in your company.

**Katrin Sontag**, Senior Consultant

■▶ The effect can be measured by conducting the survey of step 3 again.

## Foundation

E.R.P. was established in 1994 as an international-oriented management consultancy and a spin-off from Daimler-Benz Research and Development in Berlin with focus on psychology and communication science.

## Managing Directors

Olaf B. Tietz, Manfred Schönebeck

## Staff

- Inter-disciplinary and international team of permanent staff and freelancers consisting of psychologists, business economists, social scientists, jurists, IT specialists, software developers, designers, communication scientists and journalists

## Social Responsibility

- Support of students, diploma and doctorate theses and internships
- International Academy for Innovative Pedagogy, Psychology and Economics (INA) at the Free University Berlin – [www.ina-fu.org](http://www.ina-fu.org)
- School for Life – [www.school-for-life.org](http://www.school-for-life.org)

## Core Competences

### *Communication and Segmentation*

- Interaction and communication design
- Marketing – analysis, structure, development and evaluation
- HR – analysis, structure, development and evaluation
- Identification and segmentation of target groups

### *Consulting*

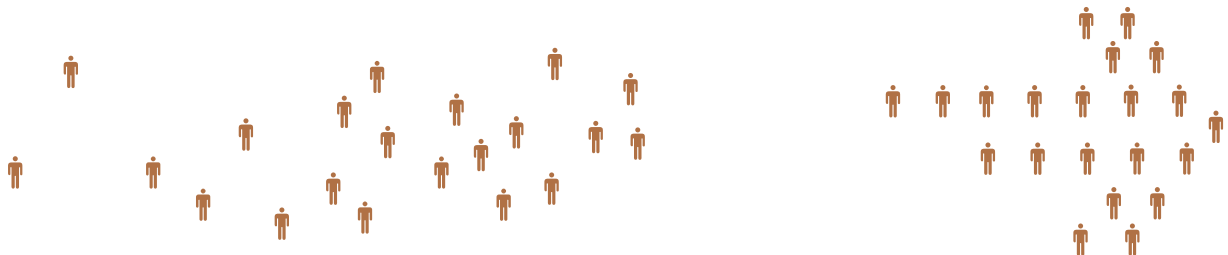
- Strategic consulting
- Project management for innovation

### *Research and Method Development*

- Development and verification of concepts and methods
- Implementation and continued development of depth psychology and qualitative study methods
- Development and implementation of tools, structures and processes

### *Experience*

- In the fields of automotive, banking, insurance, education, new and mass media and advertising



● Please contact our regional offices.



**Luxury Branding Research, Corp.**  
Luxury Branding, Marketing & Network  
Development

**USA, California**

President: André van Niekerk (Ph.D.)  
123 Shorebreaker Dr.  
Laguna Niguel, CA 92677, USA  
Phone: +1 949 3 38-8865  
contact@luxury-branding.org



**IKD-Partner**, South Africa  
Industrial Know-how and  
Direct Marketing (Pty)

**South Africa, Johannesburg**

Partner: Konrad Hochhold  
P.O.Box 3254 Cresta 2118  
Johannesburg-South Africa  
Phone / Fax: +2711 4 77 68 20  
konradhochhold@ikd-partner.com



**E.R.P. Eastern Relationship  
Projectconsult & Real Estate GmbH**  
International management consultancy,  
psychology, communication  
and research based

**Germany, Berlin**

Friedrich-Engels-Str. 88, 13156 Berlin, Germany  
Phone: +49 30 4 99 19-499 Fax: +49 30 4 99 19-490  
contact@erp-berlin.com  
www.erp-berlin.com

**China, Beijing** Representative Office

25A, Gate B, Building 3, Central Palace, No.8 FuRong Street,  
Chaoyang District, Beijing, PR China, 100102  
Phone: +86 10 59 20 35 46 yy@erp-berlin.com  
www.erp-beijing.com