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# Procter & Gamble gains holistic employee feedback with Ascribe Inspector

## situation at a glance

- Procter & Gamble (P&G) wanted deeper, more holistic understanding from their Global Employee Engagement survey.

- Historically, they manually analyzed subsets of their 250,000 'open-ended' (verbatim) responses to gain insights from employees, but it was a cumbersome and lengthy process that could not provide all of the insights they wanted.

- With Ascribe Inspector, P&G gained insight into all verbatim responses across the globe in all languages, delivering real-time feedback and an ability to dig deeper by sub-segmenting results among specific groups.

- P&G now leverages Ascribe Inspector for multiple employee surveys to ensure they are getting the most holistic understanding of their employees' feedback.

## challenge

Procter & Gamble (P&G), a Fortune Global 100 Company, cares deeply about their employees and consistently conducts a Global Employee Engagement Survey among their 95,000 employees worldwide. They wanted deeper insights, more quickly. In the survey, P&G includes several, 'open-ended' questions that allow employees to write words and statements as responses (versus a multiple-choice option). These open-ended responses (also called verbatim responses or verbatim comments) offer a deeper look into employees' perspectives and help better explain results.

The survey data set is huge, with 250,000 verbatim responses in thirty languages. Historically, P&G manually read and analyzed only subsets of the comments because it was so time-consuming and complex to translate, categorize and link to the rest of the survey data. The data was also complicated to classify because of the many acronyms that P&G employees use as part of their everyday language. P&G needed a solution that allowed quick categorization of multi-lingual responses considering company-specific lingo and categorization rules, as well as facilitated deeper insight through demographic filtering.

## solution

The solution was Ascribe Inspector, supported by an expert Ascribe team. This enabled P&G to efficiently and effectively categorize all 250,000 verbatim responses, facilitating direct access to the voice of P&G's employees, which is essential to providing deeper insight into the "why" behind the feedback. Ascribe successfully delivered P&G's objective by leveraging their robust tool, and providing a custom set-up and training support system for the P&G team.

According to Dr. Silke McCance, Senior Manager, Global Talent Practice, *"We are now gaining incredible value out of the verbatim responses, the insights are as useful as the quantitative answers."*

## approach

The Ascribe team created and implemented a text analytics rule-set of P&G-specific acronyms and topics that leaders considered important. The team collaborated with the P&G team to group the Inspector results into

P&G-specific categories. This allowed customized categories that gave a better understanding of what was going on in the P&G employees' world. It also provided access to demographic, rating, and other meta-data to allow for complex filtering of the textual responses through the open-ended (verbatim) responses.

They used Ascribe's Auto-translation technologies for the responses in all thirty languages. Ascribe experts helped P&G employees and provided support throughout the project. The rule-set can be used over time and adjusted as needed without impacting the quality of the results.

Dr. McCance continued, *"We are now able to better understand employee feedback by filtering and segmenting specific groups of employees. For example, we can now break-out how female employees feel differently than other groups about a topic, and some of the reasons behind their sentiment."*

P&G has continued its partnership with Ascribe for several years. The company also expanded the use of Ascribe Inspector for other employee surveys.
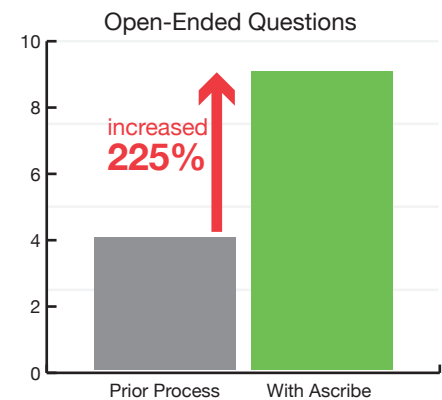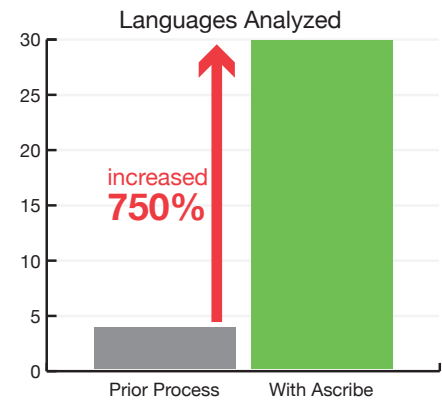
## results

The results were game-changing. It marked the first time P&G was able to read and analyze verbatim responses in all languages, giving them a holistic perspective of their employees' feedback.

- Increased access to employee verbatim responses significantly (going from reading just 4 to all 30 languages)

- Increased insights by being able to ask and analyze more open-ended questions, going from four to nine.

- Deeper data insights by linking quantitative and qualitative results.

- Clearer understanding of feedback from specific employee populations.

- Long-term increased efficiency and effectiveness with repeatable analysis tool.

*"We can now take action based on the results quickly, and leaders can dig deeper with follow-up questions in real-time so we can guide decisions."* Dr. McCance concluded.

**ascribe**inspector

**Languages Analyzed**

increased **750%**

| Prior Process | With Ascribe |

**Open-Ended Questions**

increased **225%**

| Prior Process | With Ascribe |

### about ascribe

Founded in 1999, Ascribe helps customers make confident decisions based on rich, real-time insights using a world-leading verbatim analytics platform. Ascribe's comprehensive and flexible SaaS-based technologies enable accurate and fast analysis of textual comments regardless of channel or language.

*To learn more or request a demo, please visit* **goascribe.com**.

# words to wisdom