Fortune 1000 Telecommunications Firm Relies on ECI to Deploy Ethics Culture Survey

Firm Uses Customized Survey Results and ECI Benchmarks to Evaluate Pressure Faced by Employees

KEY OBJECTIVES

- A large telecommunications firm with operations around the globe engaged ECI's Advisory Services to identify areas of strength and opportunity throughout the company.
- Key to the success of the survey initiative would be the ability for managers at all levels of the company to view their teams' results via an interactive dashboard.
- The E&C team was looking for a provider that could provide benchmark data from companies with strong ethics cultures.

SITUATION

Finding a survey tool that properly gathers data and provides actual insight into employee's mindsets and behaviors is a difficult task. There are many surveys out there, but they are often too specialized or too vague, making their results unhelpful. To get the biggest benefit from the ethics culture assessment, the company needed to share the data in an interactive dashboard that was easy to use for hundreds of managers.

Finally, the E&C team at the telecommunications company wanted to benchmark the results that they received against Hiqh-quality Programs (HQPs). Creating their own surveys and dashboards would be incredibly expensive and likely not provide the sort of actionable insights they hoped for, so they looked to ECI. Additionally, when it comes to sensitive surveys asking about observed misconduct, reporting and retaliation, employees feel more comfortable when a third party administers the survey, assuring them of the confidentiality of their responses.

AT A GLANCE

CHALLENGES

- Creating an ethics culture survey that would be applicable across thousands of employees with succinct data.

- Ability for managers to access and analyze data in an easy-to-use, interactive dashboard.

SOLUTION

- Identify real areas of strength and opportunities to improve.

- Utilize ECI Advisory Services: Customized assessment survey, benchmarked data against optimal levels and consultation with ECI Senior Advisors on further actions.

RESULTS

- Employee culture impressions were deployed across entire organization.

- Employee pressure rates, a precursor to misconduct, were monitored utilizing the survey.

- The E&C team learned which areas required improvement.

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THE PROCESS

At the start of the project, the survey research team at ECI collaborated closely with the E&C team at the telecommunications company to design a customized survey questionnaire that could be benchmarked against ECI's anonymized global client database.

- ECI worked with the E&C team to develop a custom dashboard layout based on the company's existing style and branding guidelines.

- Prior to launching the survey, ECI worked closely with other offices, such as IT, to ensure smooth deployment of the survey to all employees at the company.

After closing the survey, ECI prepared the dashboard and analytics. The E&C team was then given access to the data via the dashboard. Upon approval of the dashboard, all relevant leaders at the company were invited to view their teams' results using the data portal.

As the established leader in ethics culture surveys, ECI offers best-in-class solutions with unique features:

1. Surveys that are customizable based on company needs.

2. An online dashboard solution with customizable access rights.

3. Exportable, easy-to-use, formats (including PowerPoint) are available for further study and sharing of data.

4. A powerful data analytics tool is available for the company's research team.

RESULTS

Ultimately, the company demonstrated its areas of strengths and opportunities, based on employees' perceptions of the company's ethical culture. The pressure employees feel to bend the rules, observations of misconduct and reporting levels were also tracked. The E&C team provided support to managers and departments with gaps to improve results. Business metrics were established to measure progress over time and provide executive leadership with insights into E&C program performance.

ECI is the leading membership organization driving business integrity for a better, more ethical world. We provide ethics and compliance professionals the resources they need to become great leaders, build exceptional teams, and create ethical workplaces that set the highest standard. We equip ethics leaders for success by giving them the confidence that they are in compliance and the intelligence to anticipate what's coming around the corner.

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