

KRC RESEARCH

Our Insight *Your Breakthrough*

EMPLOYEE RESEARCH

KRC Research has conducted internal communications research for a wide range of leading organizations around the world.

We work with companies that are implementing major new communications initiatives, dealing with layoffs and strikes, in the midst of a merger or acquisition or auditing their internal communications vehicles. We track attitudes and concerns, measure awareness of key messages and usage of communications tools, and test messages and materials.

Because many of our clients have diverse workforces, we are particularly skilled at combining multiple approaches—on-line surveys for white collar employees combined with paper-and-pencil surveys distributed among manufacturing employees; quantitative surveys among random samples combined with focus groups among key sub-groups; or surveys among employees combined with in-depth interviews among executive leadership teams.

Recent examples of our work include:

- We regularly work with a large global consumer products company to assess its employees' priorities, to measure awareness of communications initiatives and to test messages. This work has included executive interviews in key markets, focus groups around the world, and global surveys.
- Upon completion of an aggressive acquisition strategy, KRC conducted global research on behalf of a major medical devices company to track employee awareness of the new master brand, assess perceptions of the company and inform the development of internal communications strategies.
- A global manufacturing company hired KRC when it needed insight to help rebuild its reputation internally after several acquisitions and a restructuring. We interviewed senior management and administered a survey in seven languages to reach employees in 106 locations across 10 countries.
- In the wake of a series of lawsuits filed by franchise owners, KRC was engaged to conduct research among a corporation's franchisees to assess their views and expectations; measure the level of concern about the lawsuits; and understand their preferences and priorities.
- A major airline, managing a turn-around plan after bankruptcy as well as contract negotiations with several employee groups, engaged KRC to conduct a survey among all its key employee segments to get a clean measure of workers' feelings about the turnaround plan and expectations for the future.
- In the U.S., pharmaceutical companies employ more than 200,000 people. KRC works with both the industry's trade association and a number of member companies to develop and test materials and messages aimed at communicating within the industry.
- When a major food products company faced multiple crises simultaneously—product safety issues, labor issues, and a pending sale—KRC conducted on-site research among multiple employee groups to help the company understand its employees' information needs and to develop messages.
- We conduct regular employee surveys for our sister companies within the Interpublic Group of Companies (IPG), including Weber Shandwick, GolinHarris, Jack Morton, FutureBrand, Lowe and Partners, and the McCann Worldgroup.