

Modern Survey's Engagement Model in Action: A Fabcon Case Study

The Client:

Fabcon, an ISO 9001 registered manufacturer, which produces and installs precast concrete panels throughout the Midwest and Eastern United States and Canada, operates production facilities in Indiana, Minnesota, Ohio and Pennsylvania. The company has completed more than 8,000 precast projects and is celebrating 35 years as a leader in the precast concrete business. Since 1971, Fabcon has manufactured, delivered and installed precast wall panels for virtually every type of structure.

Business Situation:

Fabcon has been working with Modern Survey since 2004 to conduct managerial feedback and employee satisfaction surveys measuring the opinions of their workforce. For 2008, they were interested in leveraging employee engagement to improve the performance of their business.

Solution:

Modern Survey proposed a company-wide Employee Engagement Survey designed to measure the degree to which Fabcon's employees are psychologically invested in the company and in their work, as well as leadership effectiveness, and how well employees are supplied with the capability and direction they need to succeed. Modern Survey also proposed the measurement of real-time normative data from throughout the manufacturing and construction industry to help them benchmark and interpret the findings.

To capture responses from the entire Fabcon population, Modern Survey produced a web-based survey for corporate office employees and a paper survey for plant and field employees. The survey was conducted in three languages: English, Russian and Spanish. It consisted of 60 items, including Modern Survey's 45 item core Engagement Survey as well as items specifically tailored for Fabcon.

Upon the survey's close, Modern Survey ran a comprehensive set of reports, analyzed the data, and provided Fabcon with an executive summary and presentation of the findings. The data and analytics of the Employee Engagement Survey showed that Fabcon's employees are highly engaged in comparison to competitors in their industry. However, research shows that in order to harness employee engagement to produce business results, employees must be supplied with the necessary performance enablers; namely, capability (tools and resources, training, teamwork, etc.) and direction (management communication, goal clarity, quality emphasis, etc.).

As a result of this engagement study, Modern Survey was able to direct Fabcon toward a significant opportunity for improvement. It was determined that a perceived lack of personnel resources and new employee training was hindering Fabcon's highly engaged employees from maximizing their performance potential. By addressing this concern, Fabcon will be positioning itself to more effectively leverage their human capital to produce desired results. With the successful completion of Modern Survey's Employee Engagement survey, Fabcon received valuable insight about their company and direction toward better business performance.

About Modern Survey:

In less than a decade, Modern Survey has evolved into an online survey market industry leader, providing a robust suite of proprietary technologies combined with an array of consultative services that help our clients manage talent throughout the employee lifecycle, measure and evaluate customer satisfaction and gain insight into changing markets. Modern Survey products and services have spanned 100 countries on six continents in over 30 languages. In 2007, Modern Survey received over one million web survey responses and generated tens of thousands of advanced reports. Through direct and partner channels, Modern Survey's tools and services have reached more than 500 companies, over 80 of which are among the Fortune 500. For more information, please visit www.modernsurvey.com