

The Organisational Alignment Survey™

Summary

A tool to identify the capability and effectiveness of your people to deliver your strategy. It identifies the major barriers to success within the organisation and highlights ways of improving performance to deliver results.

More detail

The survey can be used independently but it is particularly powerful when used in conjunction with our Customer Experience Management+ survey. These two tools provide a 360° view of your organisation's performance, allowing you to assess the extent to which your organisation is aligned with customer expectations. The Organisational Alignment Survey measures employee perceptions on the 12 key dimensions proven to be critical to business success.

Market focus	How well does your company listen to customers?
Vision, mission & strategy	Are vision, mission and strategy clearly understood throughout your company?
Culture	Are all employees working toward the same goals?
Standards & procedures	Are processes efficient and designed to serve the customer?
Service delivery	Do your training support internal and external customer service excellence?
Climate	Is internal communication open and morale high?
People policies	Do your reward and recognition systems support employees' high performance?
Quality	Is reducing errors, while maintaining highest product or service quality, a priority?
Leadership practices	Is management willing and able to bring the 12 key factors into alignment?
Differentiation	Has your company achieved market prominence as a result of its customer experience?
Performance tracking	Is customer experience measured and communicated regularly?
Monitoring the environment	Do you measure the commercial, political and social aspects that affect your marketplace?

The results are broken down by department, location, level and function, identifying precisely where the main barriers and opportunities for improvement lie.

Benefits

- Helps to align company performance with customer needs to improve the customer experience
- Identifies how company strategy can be turned into front line performance
- Analyses training or consultancy needs
- Surveys employee perceptions and opinions
- A planning tool for organisational change and a means to encourage employee buy-in
- Benchmarks your results to best in class performers by industry or region.

Over 400 companies across the world have now used the Organisational Alignment Survey including HSBC, Toyota, Prudential, Bristol Myers Squibb, Leo Burnett, and GlaxoSmithKline