



Case Study - Abbey

Exploring Employee Feedback

Abbey is one of the UK's leading personal financial services companies and is part of Santander, Spain's largest financial group.

HarknessKennett have conducted regular research and measurement of employee communications for Abbey since 2005, and in 2008, were asked to extend this research to explore issues raised by the Employee Opinion Survey.

HarknessKennett designed focus group sessions which included a workshop element, to provide granular feedback on priority topics. The interactive style of the groups helped to paint a picture of life at Abbey for colleagues in branches, manufacturing centres and central functions. Whilst directly facilitating a number of the focus groups, HarknessKennett also provided support for facilitation of other groups by Abbey directors.

Combined with quantitative feedback from an online survey, the research identified areas for action, building on employees' pride in working for a global brand offering great products. The research also measured the effectiveness and validity of employee communication channels and the penetration and understanding of key messages.

The research was shared with Abbey's Communications Action Team along with ideas and suggestions to further develop Abbey as a great place to work.

"HarknessKennett turned the whole project round quickly, both conducting the research and providing thorough analysis in a short space of time. The feedback and recommendations have proved very useful and continue to inform the ongoing work of the Communications Action Team."

Matt Young
Director of Communications
Abbey