SUCCESS STORY

Mood Sensor by GFT Enables Employees to Share Sentiment Data So Companies Can Reduce Attrition

The completely consensual tool, comprised of a customizable dashboard, easily adaptable surveys and cloud-based flexibility gives employers insight into employees' on-the-job experience even when they're not in the office

DATA ANALYTICS

ARTIFICIAL INTELLIGENCE

THE CHALLENGE

Like many companies, GFT was concerned how the upheavals of the COVID-19 pandemic were affecting its workforce. Remote work and the return to the office, as well as trends like the "Great Resignation" and "quiet quitting" have created a new employment landscape for many companies. Factor in the tight labor market and understanding employee sentiment is more critical today than it ever has been.

GFT wanted a better way to know what its workers were thinking and feeling. It sought a solution for detecting worker dissatisfaction so that it could develop programs that were more responsive to employees' needs, improve their job satisfaction and increase employee retention.

THE ENGAGEMENT

The surveys in Mood Sensor allow companies to address issues such as career satisfaction, salary and benefits, project preferences, and overall work environment. The surveys, which can be completed in a few minutes, ask employees to rank their feelings in response to different questions on a scale of zero to five.

The solution will flag imminent risks and provide data and information for analysis and planning that could generate more effective responses to address employee concerns. The program is easy to use without requiring extensive training or large amounts of employees' time in providing feedback.

THE BENEFIT

Mood sensor is cloud-based and provides mobile access that can be scaled to any size company. The data is secure, the dashboard layout is easily customizable, and the application can be adapted to both remote and office work environments. In addition, questions can be tailored for different businesses or business units.

With the support of this tool, GFT reduced attrition by an average of 14 percent. We used the tool to create action plans based on employees' response score to each question.

Companies can compare results by individual employee, teams, or areas, and monitor changes in feelings for all of them over time. Leaders can determine the impact of policy changes on the mood of individuals or the entire workforce.