

Sainsbury's – Talkback With Impact

Contributed by ORC
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With over 150,000 colleagues engaged in delivering the company's goal of exceeding customer expectations for healthy, safe, fresh and tasty food at fair prices, Sainsbury's knows the importance of developing an effective tool for capturing employees' opinions.

Sainsbury's Talkback survey is strongly embedded within the organisation and provides colleagues with the opportunity to tell managers how well they are working and how well other teams are supporting them. Talkback – which has been supported by ORC International since 2001 – is regularly reviewed to ensure it continually provides actionable information for managers and ensures colleagues feel that the work they do makes a difference to the success of the organisation.

Making Talkback better

Talkback was re-launched in 2008 in response to feedback that the questionnaire was too long, and that action planning was patchy. The survey was redesigned to ensure it was more concise and user friendly.

Factor analysis was used to identify questions that could be removed from the survey without affecting its integrity, and listening groups ensured that the issues of most importance at the 'grass-roots' level were included.

Talkback into action

The emphasis of the Talkback reports has shifted from the Colleague Engagement Index (CEI) to the questions most influencing this score, giving store managers key areas to celebrate and areas for focus. Managers also have access to an innovative and user friendly microsite that allows them to regularly check survey responses, post any issues they have and view reports; and an action planning toolkit, which helps them to ensure positive action is taken as a result of the survey.

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