

Survey helps Fountain Tire pinpoint improvements at the organization and store level

“BY MEASURING ENGAGEMENT BOTH QUALITATIVELY AND QUANTITATIVELY, WE’VE BEEN ABLE TO DETERMINE THE AREAS OF FOCUS FOR THE ORGANIZATION AND WITHIN EACH SMALL TEAM OR STORE.”

Shad Smereka, Human Resources Director Fountain Tire

CLIENT:

Fountain Tire

SECTOR:

Retail

OBJECTIVE:

Measure engagement against strategic objectives across the various roles and locations

RESULTS:

- Higher than average employee participation
- Engagement on most dimensions was higher than 2010 survey results and benchmark data
- Personal and Professional Growth, Organizational Vision, and Immediate Management found to be key drivers of engagement

THE COMPANY

Fountain tire is a nationally recognized tire dealer, offering a range of tires and automotive services through its 160 retail locations across Canada. First started in 1956 in Wainwright, Alberta, Fountain Tire combines experienced owners, licensed automotive technicians, and quality products with a commitment to provide exceptional customer service.



OPPORTUNITY

In 2008, Fountain Tire partnered with TalentMap to measure the engagement of its workforce and determine the high priority areas for its employees. Subsequent biannual surveys in 2010 and 2012 allowed Fountain Tire to monitor its progress across multiple roles and locations, and continue to discover new areas in which to focus its energy.

SOLUTION

Fountain Tire deployed the Enhanced survey to allow for customization for each of its three main employee groups—store associates, store managers, and the Fountain Tire Program which includes Head Office, Retread Plants, Distribution Centres, Mine Service and Tire Country. Approximately 70% of the questions were common across all three surveys, while 30% were customized according to role-specific attributes. Respondents were also divided by location, including BC/Yukon, Northern Alberta, Southern Alberta, and Saskatchewan/Manitoba/Ontario. Fountain Tire was responsible for distributing an open link to each of the customized surveys to its staff, with employees identifying their specific functional group and location within the survey itself. TalentMap's pre-survey communications materials were used to easily and effectively promote the survey and encourage participation.

RESULTS

An impressive 93% of employees participated in the survey, compared to 88% for their 2010 survey and TalentMap's large organization benchmark of 74%. On the whole, Fountain Tire reported an overall engagement level that is above the benchmark of 67, with some individual group results coming in slightly under. Data analysis showed Personal & Professional Growth, Immediate Management, and Organizational Vision to be the key drivers for employee engagement, with Information & Communication, Personal & Professional Growth, and Compensation being the greatest opportunities for improvement. Fountain Tire has leveraged the survey results to measure the impact of various Human Resources initiatives and the actions of the leadership team on the engagement of employees, and pinpoint appropriate action plans. The next survey, scheduled for 2014, will continue to provide year-over-year benchmarks for improvement.



About TalentMap

A thought leader focused exclusively on workplace culture and engagement measurements and research, TalentMap is passionate about understanding the people behind organizational success: Employees.

Since its start in 1999, TalentMap has conducted tens of thousands of employee engagement survey projects and surveyed more than 14 million employees. Working in partnership with public and private sector organizations of all sizes across North America, TalentMap's deep understanding of methodologies and assumptions unique to different sectors alongside volumes of benchmark data accrued over the years have become valued resources for organizations that value their people.

TalentMap employee engagement survey tools — readily customized from hire to retire — are based on years of research, field experience, and scientific measurement. The company also offers expert consulting services, deployment, data collection, analysis reporting, and post-survey action planning. It's a proprietary workplace intelligence process — developed and delivered by people-oriented people consumed with helping leadership teams and HR professionals create positive organizational change.

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