

# SARTORIUS

With the help of QuestionPro, Sartorius conducts global employee surveys along the employee journey in order to sustainably increase employee engagement through the continuous collection of employee insights.

## SARTORIUS

### Contact

Kathrin Gielsdorf

People & Organizational Development Manager  
Human Resources Management

Amira Becker

People & Organizational Development Specialist  
Human Resources Management



### Solution

Employee Experience  
Full Service

## Challenge 1

Selection and implementation of a measurement metric

## Challenge 2

Identification of key drivers for the derivation of measures

## Overview

We had the opportunity to speak with Amira Becker, People & Organizational Development Specialist, at Sartorius AG about the partnership with QuestionPro. In addition to her opinion of the collaboration with QuestionPro, the main focus was on her assessment of how our survey technology and consulting services are helping Sartorius to actively shape the current internal and external challenges of employee experience management.

## Goals

The objective in choosing QuestionPro was to find an employee experience solution that would meet the requirements of Sartorius Global Human Resource Management that the employee experience in general and in particular with the areas of workplace and culture, leadership and employee experience/motivation be surveyed worldwide. The survey should ensure a uniform measurement metric, across all national companies, divisions and functions. In addition, the results were to be made available both as annotated PowerPoint reports and as a dashboard solution. Following data collection and provision, the results were analyzed internally and appropriate measures for further development were derived. For this purpose, key driver analyses were to be made available to show which measures can have the greatest influence on the central KPI "Employee Net Promoter Score" (eNPS).

## Objectives

The challenges were, on the one hand, to find the platform technology including the decision for the measurement metrics. On the other hand, the selection of the analysis method for the identification of the key drivers.

### About Sartorius

Leading international partner to biopharmaceutical research and industry.

For further information please visit <https://www.sartorius.com/en/company/about-sartorius-ag>

### Objectives

- Continuous, anonymous survey of employees along the employee journey
- Increase employee engagement
- Establishment of the survey as a management tool

### Challenges

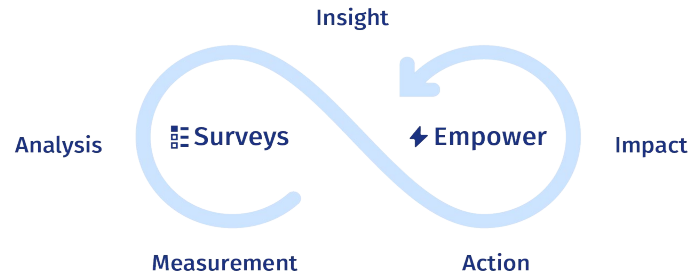
- Selection and implementation of a uniform measurement system
- Optimization of the derivation of measures through key driver analyses
- Analysis of answers to open questions



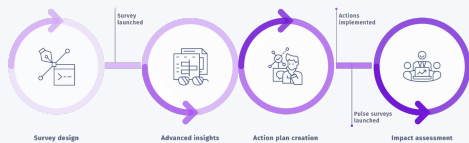
## Realization Challenge “Implementation of Pulse Check”

- 37** Countries
- 7.000 - 11.500** Responses
- 65-70%** Response rate
- 13** Questions
- 28** Aspects

During a kick-off workshop with the relevant project participants from Sartorius and QuestionPro, the project goals defined in the briefing were further concretized and initial ideas for the technical implementation and selection of the measurement metrics were developed. A decisive factor in the deliberations was that a continuous process, also called "Positive People Science Methodology," be installed at Sartorius. The objective was, on the one hand, to enable longitudinal analyses across the various survey waves in addition to cross-sectional analyses, e.g., across the divisions. On the other hand, it was crucial for Sartorius that action and implementation planning should also be integrated at the same time as part of the introduction.



Following the kick-off workshop, the final measurement metrics including the concept of the "Global Pulse Check" employee survey were finalized together. A high level of willingness to participate and well-founded results for the overarching survey dimensions eNPS, workplace and culture, leadership, and employee experience/motivation were decisive in the selection of the total of 13 questions and 28 detailed aspects. In parallel, the reporting and the dashboard concept were discussed and set up.



"Our requirements for a technological survey platform that enables us to reach all employees with our "Global Pulse Check" were met in full.

The insights gained help us to identify measures from the employees' point of view and to sustainably improve the employee experience."

Amira Becker,  
People & Organizational Development Specialist

## Realization Challenge “Key Driver Identification”

In order to be able to answer the question of which aspects from the survey have the highest influence and the strongest effect on the eNPS, it was decided, in agreement between Sartorius and QuestionPro, to use a "stepwise regression model" to identify the drivers.

In this process, the regression model was repeatedly expanded one after the other to include the independent variable ("aspect") that most strongly increases the goodness-of-fit measure  $R^2$ , i.e., that most strongly explains the variance in the assessment of the dependent variable ("eNPS"). Variables were included in the model up to the point as long as they provided an explanatory contribution to the eNPS assessment. The final model ultimately included only those aspects that had a direct influence in answering the eNPS question.

Due to the decision to use the "stepwise regression model" it was at the same time possible to measure the influence of each aspect on the eNPS as well as to show the effect size. In other words, one aspect may have a large influence, so that a positive evaluation of the aspect also has a positive influence on the evaluation of the eNPS. However, another aspect with a less significant influence may result in a higher evaluation of the eNPS.

In addition, a simulation was developed for Sartorius with which it is possible to predict what proportion shift in the response distribution for "eNPS" is required for the "Detractors" and "Passive" employee groups in order to improve the eNPS by one point.

Furthermore, to analyze responses to scaled scores, AI sentiment analysis is used to analyze free text responses to open-ended questions for additional key insights. In addition, each manager has an automatic translation of comments in their local language available in their dashboard.

## Overview of QuestionPro's solutions:

- Employee Experience Lösung
- 360° Feedback
- Pulse surveys
- Consulting
- Full Service
- Market Research & Customer Experience Solutions

## Learn more

[www.questionpro.de](http://www.questionpro.de)



For Global Human Resource Management and all Sartorius managers, the use of QuestionPro technology enables them to

- Employee engagement can be measured uniformly and comparably worldwide,
- All managers can obtain a direct and continuous overview of the employee experience thanks to the dashboard solution, driver analyses and AI-based text translations and evaluations, and
- Ultimately, exactly those measures can be taken that are required from an employee's point of view.

This enables Sartorius to cost-effectively measure the employee experience, identify and implement measures that inspire employees and sustainably reduce employee turnover.

## About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and wishes of our customers in the areas of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main areas of activity are Market Research, Customer Experience and Employee Experience.

