

CULTUREMONKEY

How Wood-Mizer is Identifying Trends in Employee Attrition Using Automated Lifecycle Surveys



ABOUT

A top employer of choice in the mortgage industry

Wood-Mizer is headquartered in Indianapolis, IN, USA, and is part of the Industrial Machinery Manufacturing Industry. Founded in 1982, with the motto – From Forest to Final Form.

Wood-Mizer is the world's largest manufacturer of portable band sawmills with more than 80,000 sawmills sold in 120 countries around the globe. They have earned a reputation for providing top-quality wood processing equipment and exceptional customer service for almost 40 years.

When we first interacted with William Gott from Wood-Mizer, he told us that the organization is in a high-growth phase aiming to be a listed company soon. And as with any company at an accelerated growth pace, **Wood-Mizer** too was experiencing attrition, especially within the first 30 days of hiring.

“CultureMonkey has really been a strategic partner and we have relied on them extensively to help us understand our employees’ voices. It has enabled us to measure how our senior leaders drive change in the organization”
- William Gott

Wood-Mizer®

Industry

Manufacturing

Company size

300+

Location

Global presence

CHALLENGE

Employee turnover within the first 30 days of hiring

It isn't uncommon for a company to face a larger employee turnover within the first 30 days of an employee joining, however, what was making the situation more complex for Wood-Mizer was a lack of access to data that could inform their strategy around employee retention. Wood-Mizer, primarily, had two roadblocks in front of them:

- The HR team captured employee feedback by listening to a smaller group of employees who they considered to be a representation of their entire employee population. This approach wasn't reliable and the cumulative feedback couldn't be validated.
- The organization had never had any technology to listen to, engage and manage employees

“As an organization, we didn't have a mechanism to capture employee sentiments, individually or even collectively. And to continue with the growth that we are planning for, introducing a listening platform/mechanism was important.”

SOLUTION

Automated lifecycle surveys to study trends in employee engagement

Wood-Mizer's HR team wanted to look at employee sentiments at various stages of an employee's tenure with the organization. Through CultureMonkey's automated lifecycle surveys, they launched an employee feedback mechanism at various touchpoints - joining day, 30-day, 60-day, 90-day, and exit - to capture the levels of engagement at these crucial points during an employee's lifecycle and analyze trends in engagement.

They were particular about looking at the Employee Net Promoter Score (eNPS) as the primary data point to study the engagement levels over time.

On one hand, the option to give text-based feedback enabled the HR team to respond to requests and complaints on priority, and on the other hand, data collected across touchpoints and over a period of three-four months has given Wood-Mizer access to trends in employee disengagement and attrition.

"We understand the power of measuring employee sentiments over time. Just like customer experience, employee experience measured through eNPS is a great data point to look at."

IMPACT

Access to data that informs the employee retention strategy

- Higher survey participation due to text capability along with email
- Identification of trends causing employee attrition
- Ability to respond to employee comments that need immediate feedback on priority

Wood-Mizer is on its path to resolving the employee turnover problem. The best part is, they are now equipped with data that answers:

- Higher survey participation due to text capability along with email
- Identification of trends causing employee attrition
- Ability to respond to employee comments that need immediate feedback on priority

“In the last 3 months, we have collected a lot of data through the CultureMonkey platform and are now ready to look at the big rocks that are leading to disengagement and attrition.”

8.7

Engagement Score

62.96

eNPS Score

“I was looking for a partner who can grow with our company. CultureMonkey, in that sense, is an extension of our HR team doing a specific task and doing that task very well. And I look forward to our continued partnership as we build a sustainable listening mechanism at Wood-Mizer.”



William Gott
HR Manager - Wood-Mizer

Trusted by fast growing companies like yours



LISTEN TO YOUR EMPLOYEES BETTER

**Want to measure and improve employee
engagement at your organization?**

Schedule a free demo