

CLIENT STORY



How Galloway & Co. Built an Award-Winning Culture



Who Is Galloway & Co.?

Galloway & Co. is an employee-owned, multi-disciplinary design firm offering a full suite of architecture, engineering and survey services.

Founded in 1982, Galloway operates in 10 locations, and has over 300 employees across the U.S.

With a vision to build a nationally recognized and locally preferred company, Galloway's culture is a key differentiator in its overall success and business strategy.

Through its ongoing diversity, equity and inclusion efforts and employee engagement strategy, Galloway has become an award-winning organization for employee experience, and has been recognized as a top place to work.

Since 2022, [TINYpulse by WebMD Health Services](#) has been the cornerstone of its successful engagement strategy.



“ [At Galloway] We value people, we work hard, we live with integrity, and we embrace an entrepreneurial spirit based on our employee ownership model. We strive to build community both inside the organization and externally with the communities that we live in.”

[Stacey Bledsoe, Director,
People and Employee Experience
at Galloway & Co.](#)

The Challenge

Galloway wanted to remain true to their culture as their workforce expanded.

- In the aftermath of the 2008 recession, the architecture and engineering industry faced a skills gap between entry-level and senior staff. This gap created significant hurdles in training, development and managing workloads.
- Galloway's staff dealt with constant stress and burnout and needed better communication between leadership and the rest of the company. It lacked a safe channel for employees to share their concerns and suggestions with leadership.
- In 2021, Galloway's workforce increased by almost 50% in just over a year. As the company scaled up, leadership needed a way to connect with employees to ensure its culture continued to align with its values and mission.

In short, Galloway needed a solution to help collect consistent and honest employee feedback, as well as a way to use employee engagement data to make better informed decisions and action plans. They also wanted to ensure that employees could receive the right type of support no matter where they were in the employee journey.

To meet these goals, Galloway turned to TINYpulse by WebMD Health Services. Our engagement platform enables Galloway to consistently monitor employee sentiments and identify necessary actions to foster a happier and more engaged workforce.



Key Solutions

TINYpulse enabled Galloway to collect employee insights and use in-depth reporting to focus on areas that would make the greatest impact on its people.

Bi-weekly Pulse Surveys

Consistent bi-weekly pulses provide employees with a safe and anonymous channel to be honest about how they're feeling at work, and share suggestions for how Galloway can improve its culture.

Quarterly Engagement Survey

The Engagement Survey lets Galloway continuously benchmark its overall employee engagement, quarter over quarter, to observe how it's trending in specific areas.

Two-Way Conversations

TINYpulse's anonymous two-way private messaging feature empowers Galloway's HR leaders to engage with employees in real-time, and provide thoughtful written responses. This functionality also helps identify and address gaps in internal communication, allowing HR to swiftly correct misinformation or support employees who are upset.



“As we grow, TINYpulse has helped tremendously with clarifying misinformation every month. I often receive comments about a topic that is way off base and fortunately we get to directly respond and clarify the misinformation with the correct facts before it becomes an issue.”

Stacy Bledsoe, Director,
People and Employee Experience at
Galloway & Co.

Key Initiatives

TINYpulse gives Galloway better insight into what employees want and need to be happy at work.

Using TINYpulse's science-backed surveys and advanced reporting, Galloway is able to take the guesswork out of what their employees truly need and want to be happier and more engaged. They regularly share survey results with employees at company-wide meetings to demonstrate the value of employee feedback. Leaders also review team and company responses and are involved in adjusting the engagement strategy accordingly.

Direct employee feedback and suggestions from quarterly surveys resulted in Galloway implementing several initiatives, including:

- More social recognition. Galloway uses TINYpulse's in-platform capability, Cheers for Peers, to encourage consistent recognition throughout the organization.
- Increased training and development at the individual job level.
- Better clarity of job roles and responsibilities.
- Enhanced benefits.
- Support of social groups and networking outside the office.
- Improved internal communication.
- Data for managers on their team's sentiment and where they can improve.
- Stronger onboarding strategy.



The Results

Galloway has seen tangible improvements as a result of using TINYpulse's engagement solutions.

- A **10% increase** in onboarding satisfaction within the first few months of using engagement tools.
- A continued **upward trend in satisfaction** as leadership employs feedback to make incremental changes to its onboarding strategy.
- A survey participation rate that **increased from 50% to over 70%**, with some locations consistently reporting 100% participation.

Providing employees with a channel to voice their concerns has enhanced relationships, streamlined communication, reduced turnover, and fostered a more engaged workforce excited to come to work each day. Consequently, this has significantly improved Galloway's culture, profitability and overall bottom line.

[Book a demo](#) to see how TINYpulse can drive employee engagement for your organization today.



“Company-wide turnover decreased significantly. About a year ago we were in the low 20% range and just in the last year we've dropped into the low teens. We are now beating the industry turnover average.”

Stacy Bledsoe, Director,
People and Employee Experience
at Galloway & Co.



WebMD
HealthServices

Your **everything** well-being partner.

To make the most of your well-being program,
visit [webmdhealthservices.com](https://www.webmdhealthservices.com).

