



CASE STUDY

How a global consumer goods enterprise used employee feedback and peer reviews to improve their employee experience and validate succession planning

AT A GLANCE

COMPANY

- North American Consumer Goods
- Brands include: Schwarzkopf, Persil, Dial, All, and got2b

BENEFITS

- Quick and easy implementation
- Personalized results
- Verified succession planning
- Targeted development for leaders
- Proactive action plans
- Stronger culture and trust



"Macorva's results either confirm the opinions of the team and the people they are eyeing for leadership, or give us room to create development opportunities. As a leader, it gives me great encouragement to know that my leaders are who I think they are."

GRAHAM WILLIS
VP, Customer Operations
North America

BACKGROUND

Henkel is a leading company that produces consumer goods including adhesive technologies, beauty care, and laundry & home care products. The company's diverse portfolio of well-known brands includes Schwarzkopf, Persil, Dial, All, and got2b, among others.

Henkel was seeking an employee feedback solution that could provide leadership with insights into how employees were feeling and identify issues contributing to turnover. Additionally, they were interested in introducing 360° feedback and using it to validate their succession planning efforts.

WHY MACORVA

From idea to execution in under 3 months

Henkel had previously experienced delays in receiving survey responses and found that by the time the data was analyzed, many team members had already left the organization. This prompted them to look for a more instant and efficient feedback solution. The leadership team chose to partner with Macorva due to the platform's short implementation timeline and innovative approach to peer-to-peer and 360° feedback.

Henkel's leadership team found Macorva's onboarding process to be simple and straightforward. The platform's intuitive interface and pre-built templates made it easy for their leaders to set up and launch surveys and 360° feedback for an entire team without having to compose everything from scratch. Henkel's team found the platform easy to use and were pleased that executing their projects did not require significant time. In fact, the entire process from onboarding their institution in Macorva to receiving results for their first complete survey with 360° team feedback was completed in under three months.



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BENEFITS

Captured personalized results with ease

Henkel's leadership team reported Macorva's ease of use as a standout feature, as it required minimal time and effort to complete surveys. The option for full peer-to-peer feedback was also highly valued, as it provided a broad view of the entire team's feedback. The anonymity of the feedback allowed team members to provide honest input, which helped the leadership team gain valuable insights into their team's dynamics and individual performances.

Validated leadership's succession plans

The feedback received from the surveys and team 360° feedback helped the leadership team gain confidence in their decision-making process. The results validated the team's assessments and helped identify potential leaders for future roles.

Provided development to upcoming leaders

Henkel's team 360° feedback also highlighted areas of improvement for some team members, which helped in identifying development opportunities. This validation of succession planning decisions provided the leadership team with valuable insights and helped in making informed decisions.

Stronger culture and trust with employees

Macorva helped Henkel keep their finger on the pulse of their organization and address issues proactively. It also provided clear metrics to the leadership team to confirm they were leading a high-performing, engaged team. The strong cultural values and trust built with Macorva as a partner were appreciated by both employees and leadership.

Henkel also looks forward to expanding their use of Macorva to include external feedback.

IN SUMMARY

Henkel's use of Macorva's employee experience solution has proven to be beneficial in gaining insights into their employees' feedback, validating succession planning decisions, and addressing organizational issues proactively. The ease of use, instant feedback, and valuable insights provided by Macorva have helped Henkel strengthen their leadership team and build a high-performance culture. Macorva's partnership has been appreciated for its responsiveness, cultural values, and trust, making it a valuable tool in Henkel's employee feedback and succession planning efforts.

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