

Case Study

An Employee Attitude Survey

Marketing Challenge:

Majestic MRSS conducted a custom employee satisfaction research with a major MNC Bank, to identify true, objective measures of the status of employee satisfaction at Bank. They wanted to identify drivers of satisfaction with Bank employment for current employees. Employee satisfaction with individual elements of benefits and working conditions. The goal of the research was to identify any areas for improvement to help Bank retain one of its core values: “to be a great place to work.” Bank provided Majestic MRSS with a sample file that consisted of all known current employees. An in-house online employee attitude survey was administered and over 5000 completed surveys were submitted.

MMRSS' Approach:

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The Results:

The results of the research showed that employees of Bank were generally satisfied, but not thrilled with their employment. The driver analysis identified the following to be relatively strong predictors of overall job satisfaction:

1. Overall satisfaction with career development,
2. Satisfaction with pay,
3. Overall satisfaction with benefits, and
4. Overall satisfaction with work environment.

While satisfaction with pay was a predictor of overall employment satisfaction, it was notable that it was not the singular driving force of overall job satisfaction. This was encouraging, as it indicated that improvements in other areas could positively impact overall job satisfaction

Related readings:

1. [Ethnographical interviews of Credit card users](#)
2. [Eye tracking for Standard Chartered Bank](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,

LBS Marg, besides Rock On boutique,

Besides Taximan Colony, Kurla (West).

T: +91 2226540719

Raj Sharma : +91 9322105830

info@mmrss.com

MAJESTIC
MRSS