



CASE STUDY:

Enhancing Exit Interviews and Employee Engagement



M-VIDEO

Our customer, MVideo, is one of the largest retailers in the electronics segment in Europe with 379 outlets over 161 cities. When managing a large physical enterprise with many locations, increasing employee retention and engagement will create a huge improvement in operational efficiency and effectiveness. Understanding why employees are leaving should provide insight to the company's culture and climate. Just like every employer facing a similar challenge, MVideo wanted to know what could to be done to increase engagement, retain more of the best talent and reduce turnover.



RESPONSE
RATE OF 80%

THE CHALLENGE

Employee attrition and turnover are permanent challenges for any HR Department and management team. Some amount of employee turnover is only natural in every organization. When an employee leaves the company, additional work is created for the organization to attract, evaluate, train and develop replacement talent. Acquiring replacement talent thus increases the organizational investment of time and resources into these activities. To be able to impact attrition, the organization must first gain insight on the reasons employees decide to leave. The answer can be found in employee surveys and exit interviews.

THE SOLUTION

Traditionally, gathering accurate and reliable exit interview data has been difficult. A face-to-face interview may create an awkward situation and not really gain a true understanding of the issues. XOR has created a chatbot that performs an exit interview with every employee leaving the company. On the last working day, the employee receives an SMS text message with a link that activates the interview process. All data is gathered anonymously leading to timely and accurate feedback from exiting employees.

THE RESULT

In only one month the company captured 400 exit interview responses from 500 departing employees.

- A response rate of 80% is extremely high for exit interviews
- Candid, anonymous and conversational feedback was captured and reported to the company for analysis
- Respondents felt confidentiality would be ensured by using a third-party app to submit their feedback