



Virtual Focus Groups & Interactive Meetings for the Digital World

Virtual Focus Groups Enhance your Employee Listening Strategy



Now more than ever being connected with your employees at scale will give you the insight needed to take decisive action...and you need to do it virtually.

See Ahead. Move Now.

- Engage in a conversation and discover what your employees are thinking
- Crowdfund ideas and solutions while conducting in-the-moment analysis
- Plan your solutions and path forward while collaborating in real time with your employees



Drive a real-time dialogue with teams to gather feedback generating the data necessary to make informed business decisions.



Create an engaging experience for employees and improve efficiency in which ideas, perceptions and preferences are captured.



Employee responses combined with voting bring quantifiable employee sentiment, enriching insights beyond what can be captured with traditional methods.

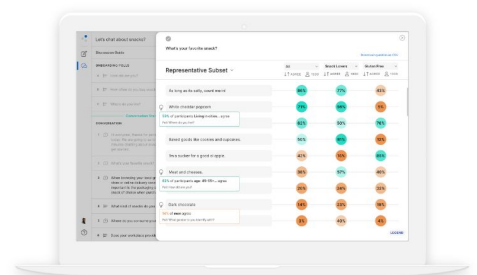
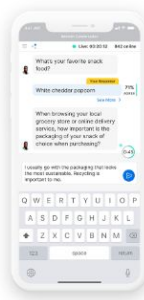
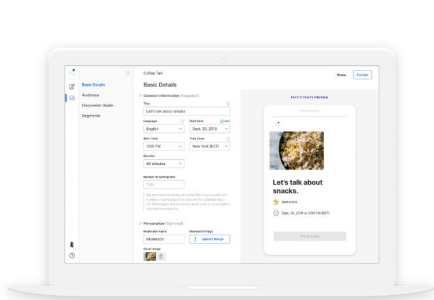


Use the right employee listening tools at the right time to get the data you need to inform your business's strategic decision-making.

Prepare

Discuss

Report



Sample Applications for Virtual Focus Groups

Identify opportunities to enhance organizational effectiveness

- Establish go-forward plans within business units
- Identify strategies to achieve specific goals of business units
- Understand how employees are using tools and technology to do their job

Check-in with virtual teams

- Determine if remote workers have the information, resources, and support they need to be successful
- Connect with employees on overall well-being

Drive employee engagement

- Enhance employee listening strategy
- Follow-up after an engagement survey to probe areas of concern
- Gather input from employees as part of item design process



Evaluate your benefit programs

- Understand how employees value their benefits packages and wellness programs
- Gain insight on how compensation practices are understood and perceived

Gain insights from high performers

- Assess effectiveness of retention and recruiting strategies
- Identify pain points for high performing employees
- Target critical knowledge, skills, and abilities to be successful in the role

Evaluate effectiveness of diversity & inclusion initiatives

- Lead a candid discussion about D&I initiatives and how to improve
- Assess the impact of your D&I strategy on employee experience

Assess company culture & communication strategies

- Drive adoption of company culture, mission, vision, and values
- Discover opportunities to enhance communication strategies

Why PwC?

- Experienced professionals that facilitate the approach to help you get the answers to your most critical questions
- Over 40 years as a recognized leader in employee listening, benchmarking and HR analytics
- Industry leader in creating and applying digital services to help clients see ahead and move now



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