


Satisfaction survey all workers

Aim 4: Develop our employees' skills and promote equal opportunity

- Action 4.4: Conduct employee satisfaction surveys

 **Entity:** Bouygues Entreprises France-Europe

 **Operational Unit:** GTB Construction

Presentation of the activity

- > **Objective:** to measure worker satisfaction.

- > **Description:**



A satisfaction survey was carried out from 3 to 20 September 2007 for all workers at GTB Construction, Journeymen, Clerical, Technical and Supervisory Staff, and Managerial Staff.

The survey gave workers the chance to express themselves freely on important matters (pay, training, management, communication, business strategy, development at work...).

Perceive workers' image of the firm, diagnose the strong points and the points for improvement of GTB Construction, increase the firm's performance through well-being and ideas for improvement... Such are the objectives of this staff survey.

It was carried out with the support of an independent firm "Publicis Consultants". Their involvement enabled this process to be carried out with strict respect for anonymity and confidentiality of answers, and guaranteed for us the objectivity of the analysis.

How did workers respond to the survey? Clerical, Technical and Supervisory Staff and Managerial Staff were able to give their opinions in complete confidentiality, through an html link which was sent to them and which led them to the survey website. Journeymen, for their part, answered the survey through a paper questionnaire, distributed at the sites.

The results of the survey were initially revealed by Publicis Consultants RH at the end of year convention, in December 2007. Then, secondly, a results roundup booklet was sent to all workers.

In order to respond to the aspirations of workers which emerge from the results of the survey, the Management Committee of GTB Construction decided to create 5 working groups:

- Career management
- Respect of workers and effective organisation of work,
- Supervisory management,
- Information and communication (jobs to be filled, training, pay...),
- Balance between private life/work life and travel.

Each of these working groups is steered by a member of the Management Committee bringing together the maximum volunteer staff.

These 5 working groups will present concrete proposals to the Management Committee to respond to staff expectations.

 **Partner:** Publicis Consultants RH

 **Start date:** September 2007

 **Indicator:** 71% participation (out of 713 workers)