

## Cornelsen

The Cornelsen Group regularly conducts employee and pulse surveys with QuestionPro.



## Cornelsen Gruppe

### Contact

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### Solution

Employee Experience

### Challenges

Reduction of the effort involved in regularly conducting employee surveys

Anonymous feedback to managers or colleagues directly after employees have completed the questionnaire

## About Cornelsen

The Cornelsen Group, headquartered in Berlin, develops and distributes analogue and digital educational media. With more than 1300 employees\* and a turnover of around EUR 250 million (2019), the Cornelsen Education Group is one of the most important publishing houses in the German-speaking world and a leading provider in the field of educational media.

## Implementation of the employee survey

### Continuous employee surveys

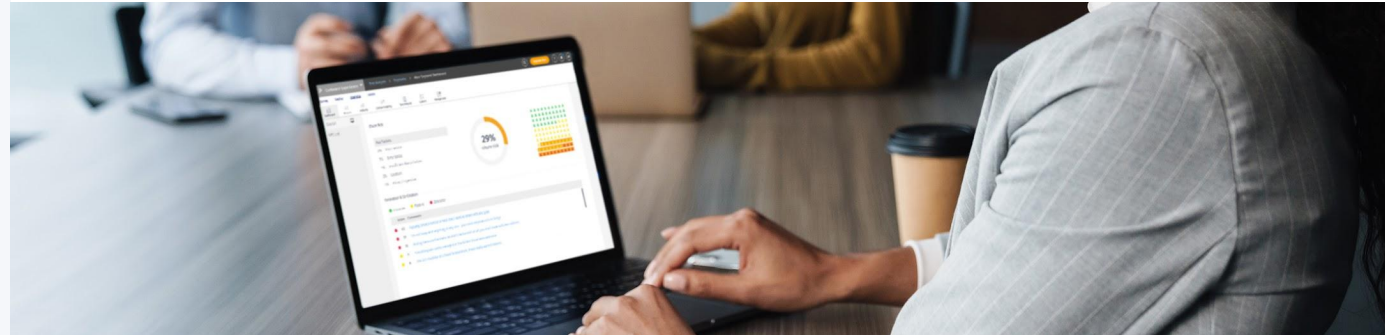
The Cornelsen Group is very interested in the opinions of its employees, which is reflected in regular employee surveys in the form of pulse surveys. The two alternating questionnaires consist of a fixed set of questions in order to record and evaluate changes over time. In addition, each employee survey contains an additional block of questions on current focus topics that can be added to the standard questionnaire using an editor. In total, an employee survey at Cornelsen comprises around 20 questions. The anonymous survey is carried out exclusively digitally and is sent automatically from the tool via e-mail using links to the questionnaire.

### About Cornelsen

- Founded in 1946
- Leading provider of online and offline educational media
- About 1300 employees
- Headquarters in Berlin

### Challenge

- Regular employee surveys
- Fixed and variable question blocks
- Shared dashboard for managers
- Anonymous feedback



"What I appreciate most about working with QuestionPro is the proactive and very service-oriented cooperation. Usually no more than an hour goes by and I have an answer. I really appreciate this speed. In addition, the degree of customisation is very high, so that the tool exceeds our requirements and if we do miss something, QuestionPro builds it for us. To put it in your scales: 5 out of 5 stars."

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## Shared results dashboard

In addition to the Cornelsen Group's main managers, who have access to the overall results, managers in the respective specialist areas should also be able to view the survey results that concern them in order to be able to work with them in concrete terms. For this purpose, the company uses the QuestionPro Experience Dashboard, which has a sophisticated and hierarchical rights and role model.

## Metrics, Analyses & Benchmarks

The results of the surveys, which focus primarily on the topics of corporate and management mission statement, satisfaction and commitment, are presented to the respective managers primarily in the form of 4-colour HeatMaps, namely red, yellow and green. As the Cornelsen Group has its own claim to excellence, the HeatMap shows the colour light green in the case of particularly excellent ratings, and dark green in the case of excellent ratings. Those responsible for the respective areas can compare the results of the surveys with each other.

## Personal, anonymous message to the managers after the survey

The Cornelsen Group's main managers give their employees the opportunity to send a personal and, if desired, anonymous message to their direct superiors after the survey data has been sent, which is not visible to the main managers. As the surveys are carried out anonymously at Cornelsen, the assignment of managers to the respective employees is carried out via a supplied variable within the survey link sent by e-mail.

## Overview of QuestionPro solutions:

Experience Management Solution

Global Panel (22 Mil)

Consulting

Handling of the incentive

Advanced analysis like crosstabs, grouping and semantic text analysis

Conjoint, MaxDiff, A/B Testing etc.

## Increasing feedback

The fact that those responsible at the Cornelsen Group actually work with the results of the survey is shown by the constantly growing feedback from employees, which now stands at a good 65%. This is an indicator that employees feel they are being taken seriously and that visible measures are actually being derived from the surveys. As the employee surveys are carried out digitally, the company also reaches the 80% of all employees who work from their home office due to the corona pandemic.

## About QuestionPro

QuestionPro is built as an Enterprise platform that has been developed continuously and closely in line with the requirements and wishes of our customers in the areas of experience management, market research and scientific research for two decades now. With more than 4 million customers in over 100 countries, QuestionPro is one of the most used and popular survey and analysis solutions worldwide. Our main fields of activity are Market Research, Customer Experience and Employee Experience.

Learn more about

[www.questionpro.de](http://www.questionpro.de)

