

Mercer expands its global reach & offerings with digital focus groups at scale



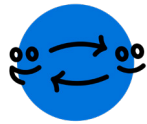
ABOUT

Mercer is recognized globally as the premier consulting firm in the HR marketplace, recognized by its peers and competitors, as well as industry publications, for its prestigious position in the market.

WINS



Increased Access to Agile Methodology



More Meaningful Employee Feedback



Quick Time to Data

COMPANY PROFILE

2019 Revenue: USD \$1.6 Billion

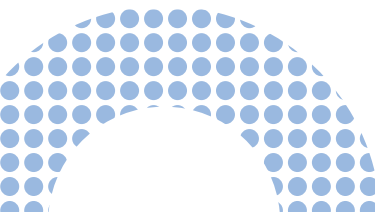
Remesh Sessions: 230+


Participants: 19,000+

Customer Since: 2016

Challenge

To surpass industry standards of consulting firms as only employee engagement specialists, Mercer explored solutions to not only engage but analyze employees (both internally and for end-clients) in the full breadth of their experience at work. The organization hoped not only to better understand its own employees, but to expand its services for tapping into the entire employee experience lifecycle – a goal synonymous with Mercer’s mission to lead the industry. Finally, Mercer set out to increase its volume of client contracts, positioning the company as a powerhouse of thought leadership and experts in the power of people.





“Remesh actively engages people, and delivers deep insight with great speed. It has become a prominent piece of Mercer’s listening and people insights toolkit.

- Bryan Doscher

Solution

Previous solutions were not equipped for single-handedly tackling the width and length of the entire employee experience. By adopting and leveraging Remesh, however, Mercer was able to diversify product offerings and provide value to the client throughout the full employee life cycle. As an intuitive, fast, and agile offering, the Remesh platform also piqued the interest of clients who were new to the concept of an online focus group and mixed methodologies. The platform was also easy to deploy and scale, ensuring a seamless client experience, regardless of skill level with the technology.

Additionally, Remesh addressed the people side of a business issue. Like the societal pressure to understand who employees are, and ensuring diversity at all levels of an organization, implementing Remesh allowed Mercer to follow through on its employee-driven mission of making a difference in people’s lives. This sense-making of a vast experience and deep listening is profitable for Mercer, particularly when in-person focus groups are not possible.

Result

Mercer saw direct business outcomes as a result of incorporating Remesh into its employee life cycle toolkit, namely a 2x increase in sales of focus groups from the previous year. The Remesh platform was so popular with clients that Mercer was prompted to expand their subscription with Remesh four months earlier than the subscription end-date – solidifying Remesh as not just a research platform, but an enterprise solution. One of the added benefits of the annual subscription is the dynamic support from Remesh’s Customer Success team, diving in across multiple timezones, and ensuring that Mercer was prepared to sell successfully within 1 month of onboarding. The Remesh CS team also trained new users into super users, building the endurance of Mercer consultants and stakeholders to the point of autonomy – a truly agile transformation of Mercer’s own workforce.