

CASE STUDY

# A consulting firm partners with a grocery chain to refresh values using frontline worker feedback



ABOUT

A consulting firm partnered with a grocery chain to conduct a set of live, digital focus group sessions with the grocery chain employees to unlock insights and inform a refresh of the grocery chain values from the bottom up.

WINS



Captured Voice of the Employee



Established Brand Perception



Actionable Insights

## Challenge

In order to maximize opportunities for insights and engagement of frontline employees, the consulting team sought out a digital research platform that could facilitate a dialogue with hundreds of employees at a time. Capturing feedback from hourly frontline workers was also critical for the grocery chain, so the consulting team sought a research platform with an efficient and accessible interface for this time-pressed employee segment.

## Solution

The consulting team conducted two 30-minute sessions on the Remesh platform with 900 and 1,000 employees, respectively. The first session focused on collecting employee feedback around the grocery chain's core and aspirational culture to build a new set of values. The second session presented these new values to employees for additional feedback and refinement.

## Result

The Remesh platform itself proved simple and intuitive for employees to use, and engagement of frontline workers exceeded the grocery chain's expectations. As a result of running two Remesh sessions, the grocery chain was able to co-create and refine their values alongside their employees. Because employee feedback was used at so many touch points throughout the value restructure, 78% of the grocery chain employees revealed they felt inspired to "live" the new values - a high percentage possibly influenced by the collaborative nature of Remesh.