Improving through employee feedback: Esland take care to listen
The challenges

Esland Care have a mission of supporting children and young people to improve their life chances and choices. They do this by matching those people to specialist care homes across the UK which have been designed to meet their specific needs.

Having 27 separate sites across the UK makes communications with staff harder for Esland, and they felt giving their carers a voice would also increase retention in an industry which has notoriously high turnover.

As well as wanting to listen to employees, Esland also wanted greater visibility on the great work their carers were doing so they could celebrate their successes. Due to the remote nature of their work, it would take longer for the anecdotes of great work to filter back to management through word of mouth.
The solution

Wanting to get closer to what their employees are thinking, Esland introduced Perkbox Insights to their business. Insights is an employee feedback tool which collects results anonymously and in real-time – and Esland saw that as the best way to gather honest feedback from their employees.

Unlike huge engagement surveys, Insights uses a soft touch algorithm to ensure employees don’t suffer from survey fatigue. This works by sending five carefully chosen questions to employees from a bank of 100 backed by scientific research. Employees score each question from one to five and are encouraged to leave written feedback on a chosen area of the company. All of the results are sent back to Esland’s team in real-time to show feedback across specific categories and create an overall employee experience score.

Esland have also launched the Perks platform for their employees. This allowed the team to give their employees a discounts offering which feels personal and has discounts which make a real-world difference.
The results

Since launching Insights, the team at Esland have been able to be much more targeted in their approach. Being able to see in-depth how individual care homes are responding to each question category - such as quality of life, career opportunities, and strategy & leaderships - has given the team the ability to solve any issues at a care home specific level.

“Because employees can leave anonymous feedback, it’s encouraged them to be more open with their answers, allowing us to have a closer, more honest relationship with each care home”

Getting open feedback in real-time has also allowed Esland to hear about the great work their employees are doing when it happens. Previously, they would rely on it being passes through word of mouth to reach managers. With Insights, employees are actively sending positive feedback about each other which allows Esland to celebrate successes across the company much easier.

Employees have shown a great affinity for the Perks offering too, using Insights to feedback how much they love their employee discounts and free perks. In total, they’ve saved the equivalent of $87000 - with reduced cinema tickets, free coffees, and discounted days out being the favourites - and 68% of employees are engaged with the platform.
Helping employees live better, in life and at work

Perkbox is a platform designed to enrich the employee experience. Our three products help create environments in which people and companies thrive.

🧩 PERKS
Our Perks are carefully chosen to support your team’s financial, emotional and physical wellbeing.

❤️ RECOGNITION
Recognition brings your company values to life, helping you incentivise and reward top achievers.

🔍 INSIGHTS
Insights is an agile pulse survey tool, enabling you to gather and act on feedback in a meaningful way.

We also host events, publish books, write articles and create videos that will assist you in your journey to delivering the ultimate employee experience.

Learn more about Perkbox