

Chapter 7

17.1 Employee Satisfacⁿ

- Necessary too keep emp. happy, as satisfied employees tend to → work hard, take pleasure in company's success, stay longer with the company, recommend company to friends
- Formal measurement

Active	
Exit	Voice
dissatisfac ⁿ exp. by leaving the org.	dissatisfac ⁿ is exp. through constructive comments
unhappy	happy
Neglect	Loyalty
dissatisfac ⁿ is exp. through allowing cond ⁿ to worsen	dissatisfac ⁿ never exp.
Passive	

- the study should ensure →
 1. what % of emp. are happy / satisfied
 2. some formula for satisfacⁿ index
 3. what is the lev. of satisfacⁿ on the indi. dim.
 4. dim. where the company needs to improve on a periodicity basis
 5. what are good points which the company can highlight to prospective candidates.

- employee sat study has 2 parts.

evaluative comp.

1. satisfacⁿ level
2. intenⁿ to continue
3. motivacⁿ level
4. willingness to recommend

diagnostic comp.

1. compensaⁿ & benefits
2. immediate sup.
3. company reputaⁿ & quality
4. leadership
5. culture
6. job content
7. perf. mgmt.
8. career growth prospects
9. policies & processes
10. work infrastructure.

- Approach for Employee Sat. Study -

1. Always self g. ev., strict anonymity (to get frank feedbacks)
2. studies can be done thru online surveys.
3. to safeguard the employee's identity, not too many classificaⁿ details are asked.
4. not a good idea to sample surveys, take a census survey
5. reports are gen. at diff. levels

17.2 Concept Testing

- A new prod. succeeds when it attracts a large no. of new tiers. Make a large proporⁿ stay with the brand (retenⁿ)
- Trial is a funcⁿ of product promise and how it is communicated, while adopⁿ is funcⁿ of how the prod. actually performs.
- New prod. research includes new concept testing and Prod. Testing
- A new concept succeeds when the promise is → relevant, unique, credible & offered at a good price value proposiⁿ.
- ∴, a concept test goes thru following ques.
 - spontaneous exms
 - any dislikes / likes
 - assessment on - relevance, uniqueness, credibility, reasons for -ve assessment
 - intention to buy
 - price prepared to pay, if +ve

- ITB at 2-3 options for price
- The concepts needs to be introduced to the respondent, ideally, done by a concept card -
 1. explains, but not do any attempts to sell
 2. explains the benefit clearly, rationally
 3. gives the reason "why" clearly
 4. highlights why unique
- study can be done in a central locaⁿ / or at a respondent's office
- typically req. large sample sizes.