



# How Intelligent Listening is unlocking deeper insights to shape the future of work

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*Employee surveys can help organisations to engage people and harness some important insights. But doing it at the scale and frequency needed can be challenging. Many businesses are turning to Intelligent Listening to remove the burden of managing a feedback program at scale and drive timely, action-oriented insights.*

Much of the future of work is uncertain. What will the post-pandemic workplace look like? How will hybrid work impact career progression? And how will leadership styles need to change to accommodate new workflows and environments?

Amid this uncertainty, one thing is clear: your employees want to be heard.

Now, more than ever, it's vital to listen to your employees. Not only as a way to keep on top of rapidly changing employee expectations but as a way to involve your people in shaping the way work gets done now and into the future.

But will the annual employee survey still cut it? Do we have the resources to handle the amount of feedback we're getting? And how can we ensure we're hearing all perspectives, not just the loudest voices?

## **The challenge of managing feedback at scale**

We often view more feedback as positive. And to an extent this is true: To properly harness the value of employee feedback, you need to be doing this at the right scale and frequency that will produce enough insights to drive consistent change.

But many people underestimate the administrative burden of managing feedback at scale. Getting the feedback out, collating and interpreting it, and then distributing it to leaders to drive action – that's a huge scope of work. And most traditional feedback tools like annual employee surveys were simply not built to handle that type of scale.

Many business leaders are turning to employee surveys to alleviate the challenge of managing a feedback program at scale across the business.

Intelligent Listening technology allows you to automate a lot of the time-consuming processes that go into capturing employee feedback. It also allows you to deliver insights to a much wider group of people, which allows you to move from feedback to change in a

shorter amount of time. All without the administrative heavy lifting that usually comes with managing this amount of feedback.

## **Amplifying individual voices for deeper insights**

One organisation that is harnessing the power of Intelligent Listening is one of Peakon's valued customers, The Star Entertainment Group. In a recent [webinar](#), Joanne McPhee, General Manager, Consulting & Projects at The Star shared her perspectives of the importance of capturing individual voices within their organisation.

"The Star wanted the voice of the employee to be at the centre of how we refine and drive our people strategy as well as the organisational strategy," Joanne said.

They've moved away from an annual survey with 60+ questions, to a continuous dialogue in the form of a monthly survey powered by Intelligent Listening. The organisation operates across a range of locations, each with diverse challenges and concerns – which was something Joanne and her team knew they needed to be listening to and actioning.

"Geographically we're split across two different states and there's a lot of things that impact our individual team members. We wanted to make sure that we were creating a framework for people to have their voice heard and to enter into that dialogue," she said.

While it's not a compulsory requirement for employees to complete the monthly survey, the option has been taken up by the majority of their people, and Joanne says their feedback has been a valuable tool in helping people understand they have an important role in shaping how The Star evolves.

"We wanted people to know that if they had something to say, they could say it, and know that it would be taken on board by the relevant areas of the company. We're creating an environment for people to raise what's of concern for them so we can drive that meaningful action," she said.

## **The future is employee-led**

Amid the flux we find ourselves in, one thing that most industry voices agree on is that the future of the workplace will be employee-led.

Your people want to be heard. They want to share their ideas on meaningful ways to impact the future of the workplace. Harnessing that feedback in an annual or ad-hoc way isn't going to give you the insights at the scale needed to enable real change.

Forward-thinking organisations are using Intelligent Listening to capture this important sentiment in order to engage employees and use their insights to drive sustained change throughout their organisations.

***If you're interested in learning more about Intelligent Listening and how you can empower every employee, [chat to our team today](#).***

