



Technology & Telecommunications | 10,000+ employees

Goal: Build a culture of feedback and learning

How e& built a culture of feedback and learning

The challenge: Gathering more meaningful employee feedback

- Historically, e& measured employee engagement through an annual third-party survey.
- The Group wanted a more streamlined way to gather clear measurable data on a more frequent basis and to better understand how its employees felt year-round.

The solution: Implementing an “always-on” listening strategy with actionable insights

- In Q4 2021, e& launched ‘Employee Voices’ powered by Glint, to carry out quarterly employee pulse surveys.
- The Group worked with its internal teams to build a communication and engagement plan, including briefing sessions, FAQs, company-wide comms, leadership training and quarterly newsletters and feedback. Engagement champions in each department drove this and tracked progress on a micro-level.
- e& has also utilised the survey to identify learning needs, skill gaps, and areas where upskilling or reskilling are required. From here the Group mapped out LinkedIn Learning content for employees to learn at their own pace.
- By integrating LinkedIn Learning with the Group’s existing learning experience platform, managers could recommend and assign courses to teams to help them in their roles and fill any required skill gaps.



At e& our people are the driving force behind our success and transformation, and our partnership with LinkedIn has enabled us to keep them at the heart of our talent strategy as we prepare for the future and the limitless possibilities we see in it.



Dena Almansoori
Group Chief Human Resources Officer

The LinkedIn ecosystem has turbocharged our people strategy for an all-round exceptional user experience.



Dr. Hannah Haikal
Group VP Talent Strategy & Analytics



5,000+

comments per pulse providing feedback

75%

repeat learners

9,000+

employees completing the survey



Reach

