



CASE STUDY: FOUR WINDS INTERACTIVE

Drove a 10x Increase in eNPS

Four Winds Interactive Drove a 10x Increase in eNPS with Alchemer

In 2019, when Four Winds Interactive (FWI) set out to build a stronger, more people-focused company, they knew they needed to collect better data. Through the feedback they collected with Alchemer, FWI could check the pulse of the company on a continual basis – which led to significant increases in metrics such as Employee Net Promoter Score (eNPS) and employee engagement.

Supporting FWI's people-first culture didn't stop there. From training events to transportation planning, FWI used Alchemer to inform an increasing number of business decisions companywide.

POWERED 10X EMPLOYEE ENGAGEMENT

In 2017, FWI set out to design a new people strategy, with employee engagement as one of its main pillars. This required continual feedback from their employees, so they turned to Alchemer to design and implement a quarterly Employee Net Promoter Score (eNPS) survey.

The results were transformative. "From October 2017 to the beginning of 2019, we saw a 10x increase in our eNPS, putting us well above the national average for employee engagement," explained Tor Stenbakken, Director of Organizational Development.

CRAFTED USER-FOCUSED EVENTS

By collecting feedback at conferences and training events, organizers got feedback to hone their programs. "Our trainers have access to real-time data," says Stenbakken. "Seeing responses from training they just conducted is invaluable."

Customer experience also improved, explained Stenbakken. "We're able to follow up quickly with attendees whose expectations have not been met. Our customers appreciate the fact that we're listening and responding to their needs so quickly."

“
We saw a 10x increase in our eNPS, putting us well above the national average for employee engagement.”

Tor Stenbakken,
Director of Organizational
Development, Four Winds
Interactive

“**Alchemer let us gather feedback to continually learn what our employees and customers find most relevant and valuable.**”

Tor Stenbakken,
Director of Organizational Development, Four Winds Interactive

PUT FEEDBACK TO WORK

Stenbakken and his team were able to dig deep into the data, looking at both scores and commentary for valuable trends. These insights informed all areas of the employee experience, such as hiring practices, talent development, and benefit offerings.

“With Alchemer, we can survey our entire employee base, then segment the data so we can take immediate action on the feedback,” Tor added. The team could view feedback down to the department level, and this helped them work closely with managers to create customized action plans that increased both engagement and performance.

FWI also used Alchemer to fuel its industry-leading orientation program. “Our new-hire orientation survey helped us continually iterate on our program and process into what we believe is one of the best orientations in the technology industry,” reported Stenbakken.

DISCOVERING NEW USE CASES

As FWI continued to grow, so did the company’s use of the Alchemer platform. In addition to customer and employee feedback, FWI used Alchemer to support a variety of business decisions. When they needed a new phone system, they surveyed their people. They even used Alchemer to gauge transportation needs at a 2019 event, ensuring they had the right number of shuttles available at the right times.

As Stenbakken reported, “Thanks to Alchemer’s unique combination of simplicity, flexibility, and features, we continue to find new uses cases for the platform at FWI.”

ABOUT FOUR WINDS INTERACTIVE

Four Winds Interactive (FWI) is the leading provider of visual communications software. Founded in 2005, the Denver-based company offers industry-leading functionality, integrations, and services in the rapidly growing visual communications market. FWI supports all clients with its world-class customer success and delivery teams. Organizations that want to realize the power of visual communications can inquire at www.fourwindsinteractive.com.

Call your account manager or 800.609.6480 to learn more.



168 Centennial Parkway, #250
Louisville CO, 80027

© All rights reserved.

All trademarks are the property of their respective holders.