

Employee Experience Management with Blue

Anthem & explorance

Gillian Huggins & Mohammed Sheraidah

Multi-Channel Listening



Open Listening

Continuous Listening Strategy

- Social Media monitoring via Indeed, Glass Door, LinkedIn
- Vitals (always on)



Focused Listening

Associate Perspective Surveys

- Associate Lifecycle Surveys e.g., New Associate Onboarding 30/90 day surveys, Exit Survey
- Annual Associate Engagement Survey
- Learning Measurement



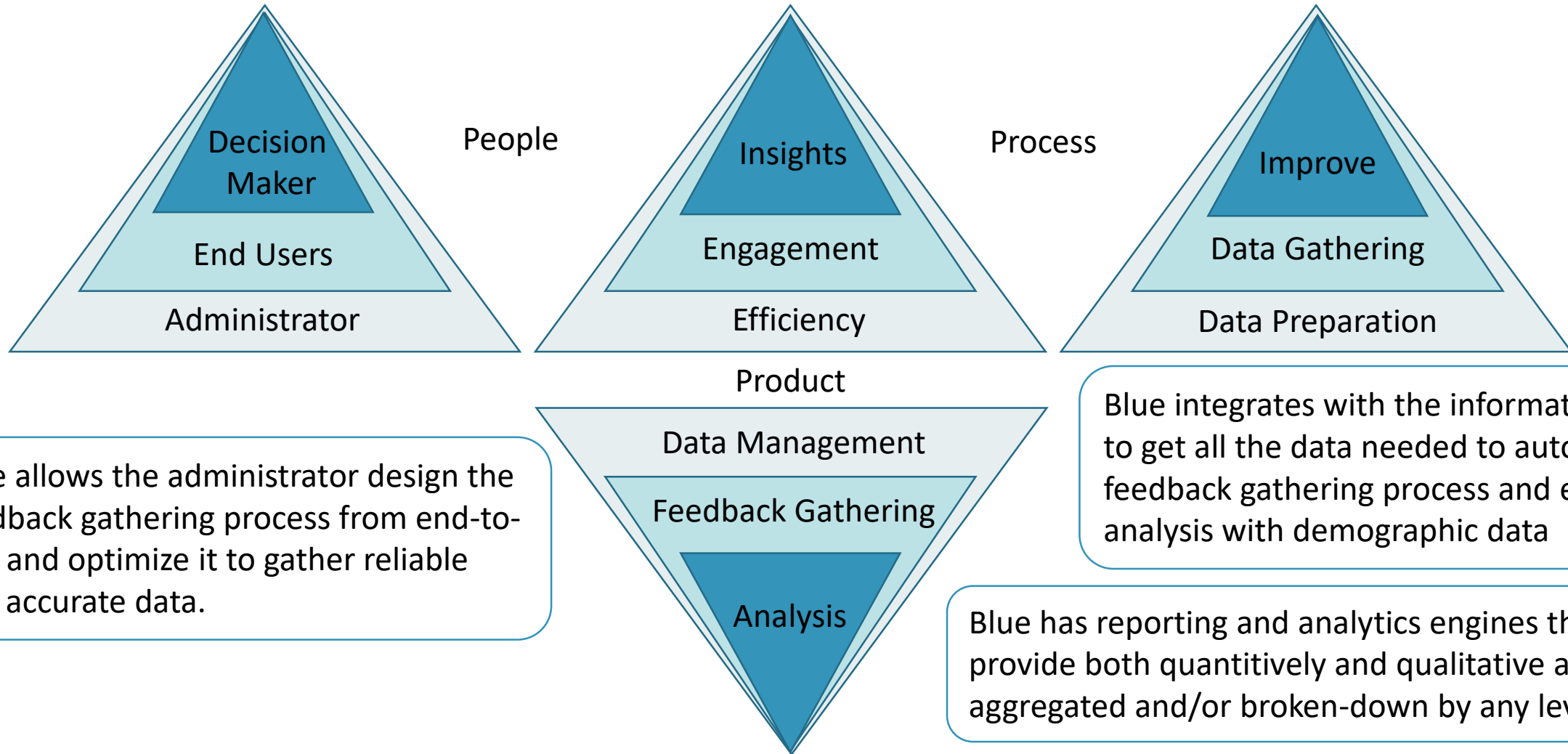
Targeted Listening

Event Based Surveys

Listening around key enterprise initiatives and priorities, e.g., Culture, Strategy, Leadership

***Join Joe Knytych's
Keynote
Presentation
tomorrow,
Thursday at 10am
CDT to hear more**

blue Enabling Insights



Why Blue

Insight



- Provide rich data that combines demographic and response data together ready for BI and data visualization tools (e.g., Tableau)
- Provide catered reports out of the system that summarizes, slice/and dices data across different analysis and visualizations
- Analyze Qualitative data to unlock themes that can drive improvements and satisfaction – Future State

Engage



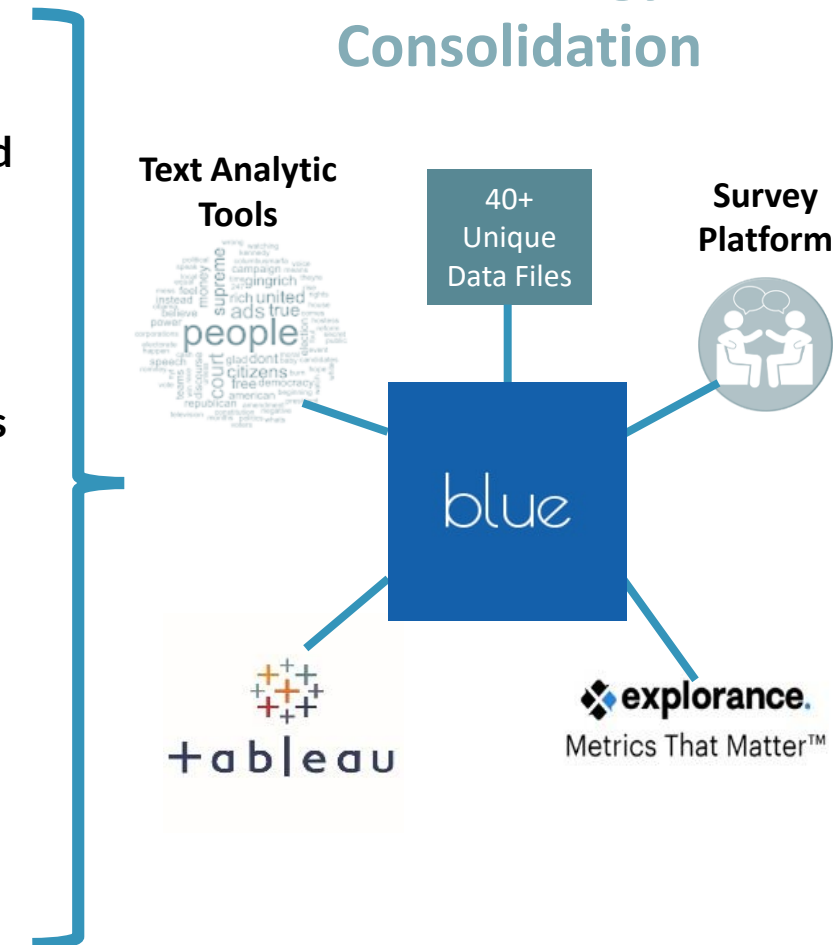
- Sharing the transactional reports with all level of users and decisions makers
- Sharing response rate at all levels
- Allow controlled inputs on the survey (timing/questions/raters)

Automate

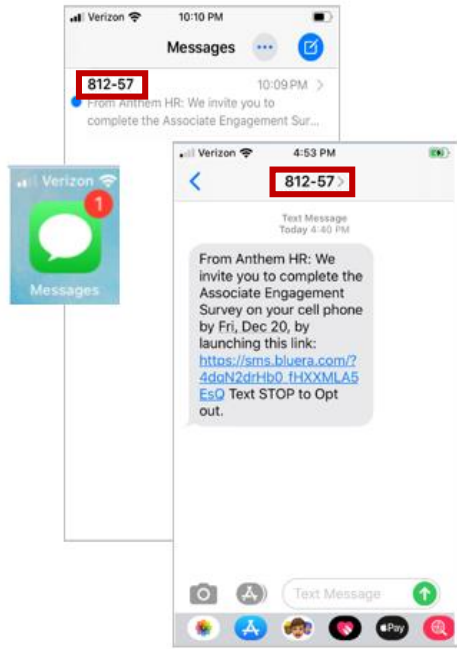


- Handle complex questionnaire logic
- Handle complex evaluation/survey timing logic
- Handle complex access controls for users to complete surveys and view results

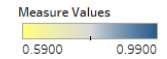
Technology Consolidation



Enhanced Reporting and Communication



Category	Individual Survey Questions	2019	2018	YoY Difference
SCI Index	Satisfaction & Commitment Index	81%	79%	2%
Category One	Category One - Question One	85%	84%	1%
	Category One - Question Two	80%	77%	3%
	Category One - Question Three	79%	75%	3%
Category Two	Category Two - Question One	77%	74%	3%
	Category Two - Question Two	76%	72%	4%
Category Three	Category Three - Question One	92%	91%	1%
	Category Three - Question Two	90%	89%	1%
	Category Three - Question Three	77%	75%	2%
	Category Three - Question Four	73%	71%	2%
Category Four	Category Four - Question One	89%	88%	1%
	Category Four - Question Two	85%	84%	1%
	Category Four - Question Three	85%	83%	2%
	Category Four - Question Four	85%	82%	3%
	Category Four - Question Five	83%	81%	3%
	Category Four - Question Six	81%	79%	1%
	Category Four - Question Seven	79%	78%	1%
	Category Four - Question Eight	78%	76%	2%
	Category Four - Question Nine	76%	74%	2%
	Category Four - Question Ten	75%	72%	2%



2019 Associate Engagement Survey - Total Org Response Rate Report for Manager Steve

Total Organization

Raters	Totals
Responded	23
Surveys Sent	32
Response Rate	72%

Direct Reports

Name	Invited	Resp	%
Manager Steve	3	2	67%
Manager Krista	1	1	100%
Manager Mike	21	16	76%
Manager Ellen	4	2	50%

2019 Associate Engagement Survey - Direct Report Response Rate Report for Manager Steve

Span Level 4 People Less

Name
Manager Mary
Manager John

Direct Reports

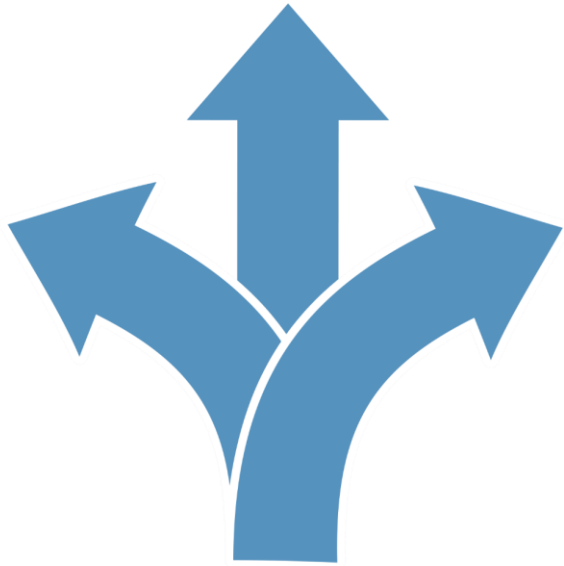
Raters	Total
Responded	12
Surveys Sent	25
Response Rate	48%

Feedback Gathering Monitoring

The screenshot displays the Explorance Management interface for a survey project. The top header shows 'Welcome Blue Support' and 'Anthem H2R'. The main content area is titled 'Management' and 'Managing: 2019 Anthem Associate Engagement Survey'. A navigation sidebar on the left includes 'BLUE ADMIN', 'Home', 'Dashboards', 'DIG Projects', 'Projects', 'Reports', 'Question Bank', 'Record Mgmt', and 'Help'. The main content area features a 'Tasks' section with a donut chart showing 17.0% (11452) in red and 83.0% (56102) in green. Below this is a 'Task List' table with columns for 'Field', 'Task Actions', and 'Status'. The table lists several 'Fillout' tasks for different associates, including 'Enterprise Associates: Alma Hickman', 'Operations Associates: Gillian Huggins', 'Enterprise Associates: Larissa Spencer', 'Operations Associates: Alexander Neumann', and 'Enterprise Associates: Fabrice Galbreath'. Each task entry includes a 'STOPPED MANUALLY' status, start and end dates, and a 'Task Actions' dropdown. The 'Task Total' is 67554. A 'Notifications' section at the bottom left shows an 'Invitation email' donut chart with 100.0% completion.

Field	Task Actions	Status
Fillout for Alma Hickman Enterprise Associates: Alma Hickman (254987)	STOPPED MANUALLY	Completed
Fillout for Gillian Huggins Operations Associates: Gillian Huggins (3502942)	DELETED MANUALLY	Expired (Was In Progress)
Fillout for Larissa Spencer Enterprise Associates: Larissa Spencer (254987)	STOPPED MANUALLY	Completed
Fillout for Alexander Neumann Operations Associates: Alexander Neumann (254987)	DELETED MANUALLY	Expired (Was Not Completed)
Fillout for Fabrice Galbreath Enterprise Associates: Fabrice Galbreath (254987)	STOPPED MANUALLY	Completed

Lessons Learned



- **Upfront Planning is key**
- **Flexibility adds complexity**
- **Investment in learning is important**