

How to Better Manage Employee Relationships

Ipsos has been in the Employee Relationship Management (ERM) business since 1999. We help companies use quantitative and qualitative research to improve the way they manage the relationship with their workforce, at each stage of the employment cycle. We use our exclusive benchmarking data and the most advanced techniques to highlight areas to focus improvement actions.

Our portfolio of capabilities includes:

- 👍 Engagement survey
- 👉 Leadership / Expatriate survey
- ✅ On-boarding research
- 💬 Internal communications audit
- 📁 HRM evaluation
- 📍 Transformation tracking
- 🏛️ Corporate & service Culture assessment
- 🌟 Diversity research
- 👤 Exit interviews

Client companies can also take advantage of Ipsos' dual expertise: we can link employee survey data with customer research to create additional opportunities.

About Ipsos

Ipsos is the world's third largest market research company. With offices in 84 countries, we have the resources to conduct research wherever our clients operate. Ipsos professionals deliver insightful expertise across six research specializations: customer and employee relationship management, advertising, marketing, media, public affairs research as well as survey operations.

We are careful with employee sensitivity:



Our team never underestimates the fact that questioning employees about their professional situation is always a sensitive process. Our clients' employees are provided with the opportunity to voice their opinions in a completely secure and confidential environment.

Free Consultation

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Let us find the most appropriate approach for you...
to help you build and manage a profitable employee relationship