



Press Release

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Ipsos study shows only half of HK employees understand what clients want from their company.

Ipsos conducts on a yearly basis one of the largest surveys among employees in the world. Hong Kong results are now available.

The survey, called 'Representative Employee Data' (RED), shows that 49% of HK employees "understand what clients want from their company". Only 7% state that they fully understand clients' expectations. There is a 25 point gap with international standards as measured by Ipsos. HK employees score 10 points below their Asia Pacific counterparts on this question.

JB Aloy, Senior Vice President - Employee Research for APAC, comments on the results: "This score raises a number of questions about both employee and client relationship management in Hong Kong. First, there is no sign of improvement: a similar trend was registered in previous years. Second, managers and team leaders score higher -as you would anticipate them to- but not to the level you would expect them to be at. Less than two out of three declare they understand what clients want, compared to four out of five in the region. There is room for improvement in terms of client-centricity and information cascading to front line staff."

Ipsos research programs show best performing organizations achieve high levels of alignment -which starts, in many cases, with employees understanding what customers expect from the company. Local case studies suggest this applies to Hong Kong as well.

The RED survey also covers employee recommendation of their company's products and services. Again, Hong Kong significantly lags behind other countries with a mere 39% of products / services advocates. This score has dropped 5 points in the last year. The proportion of 'neutral' employees is up 3 points to 40%. The remaining 21% would discourage friends or relatives from buying from their company.

Aloy adds: “HK employees’ uniqueness needs to be factored in when analyzing results. Their response patterns to surveys are very different from the ones in China or in Singapore -not to mention staff in the U.S. For instance, the relationship to one’s job in Hong Kong is not especially characterized by pride, driving down traditional metrics such as recommendation scores. Nevertheless, such low advocacy ratings do impact customer and social media strategies: you cannot assume employees are the company’s prime ambassadors the way you would tend to in North and Latin America”.

ENDS

About Employee Research at Ipsos

Ipsos’ Employee Relationship Management (ERM) practice specializes in employer brand and employee engagement research programs, as well as linking employee and customer metrics, assessing corporate values, auditing internal communications and evaluating HR management policies and practices.

For more information about Ipsos ERM: <http://www.ipsoshk.com/ipsos-loyalty/employee-relationship-management/>

About Ipsos

Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world’s third largest market research company.

With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business.

Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos has been listed on the Visit www.ipsoshk.com to learn more about Ipsos’ offerings and capabilities.