

# How continuous listening reduced attrition and tripled survey participation

How a 10,000+ employee global enterprise replaced periodic surveys with continuous listening, taking participation from 39% to 88% and reducing voluntary attrition across its distributed workforce.

## CAPABILITIES USED



### CONTINUOUS LISTENING

#### Pulse surveys & lifecycle feedback programs

Regular pulse surveys monitor sentiment across key drivers. Lifecycle surveys capture feedback at onboarding, post-training, performance reviews, and exit stages.



### AI ANALYSIS

#### AI-powered sentiment insights & benchmarking

Open-text responses analyzed for themes and sentiment trends. Scores benchmarked against industry data to identify gaps and prioritize action.



### MULTI-CHANNEL

#### WhatsApp & multi-channel survey distribution

Surveys distributed via WhatsApp and email, significantly improving accessibility and response rates across diverse employee populations.



### MANAGER INTELLIGENCE

#### Team-level insights & actionable plans

Survey results segmented by team, department, and location, giving managers targeted feedback and recommended actions for their specific context.

## THE CHALLENGE

### Feedback that arrived after the damage was done

With 10,000+ employees spread across multiple regions, the organization ran regular engagement surveys, but "regular" meant annual, and annual meant the results reflected how employees felt six to twelve months ago. By the time HR analyzed the data, shared it with leadership, and designed responses, the issues driving disengagement had already influenced decisions to leave.

Survey distribution was largely limited to email, a channel that didn't reach all populations equally, particularly in regions where email wasn't part of daily workflow. Without structured feedback at critical moments like onboarding, post-training, or performance reviews, HR had no way to understand how employee experience varied across the employee lifecycle. And without anonymity that employees trusted, the feedback that did arrive was carefully filtered rather than candid.

Only 39% of employees participated in surveys. Only 26% responded to pulse surveys. And only 24% of managers were actively taking action based on what they heard. The listening program existed, but it wasn't generating the visibility or the urgency that retention required.

## THE SOLUTION

### Continuous listening, at every stage, through every channel

The organization implemented Xoxoday Empuls Surveys to build a continuous employee listening strategy, replacing periodic snapshots with an always-on feedback infrastructure that reached employees where they were and gave HR real-time intelligence on workforce sentiment.

**Continuous pulse surveys**, short surveys run at regular intervals monitor sentiment across leadership alignment, workplace culture, recognition, and team collaboration. Shifts in engagement trends surface quickly, giving HR time to act before issues escalate.

**Lifecycle surveys**, structured feedback touchpoints at onboarding (within the first 30 days), post-training, performance reviews, and exit provide a full-picture view of employee experience across their journey, not just at one annual moment.

**Anonymous surveys**, fully anonymous survey configurations ensure responses cannot be traced to individuals, building the trust that generates honest, actionable feedback on culture, leadership, and team dynamics.

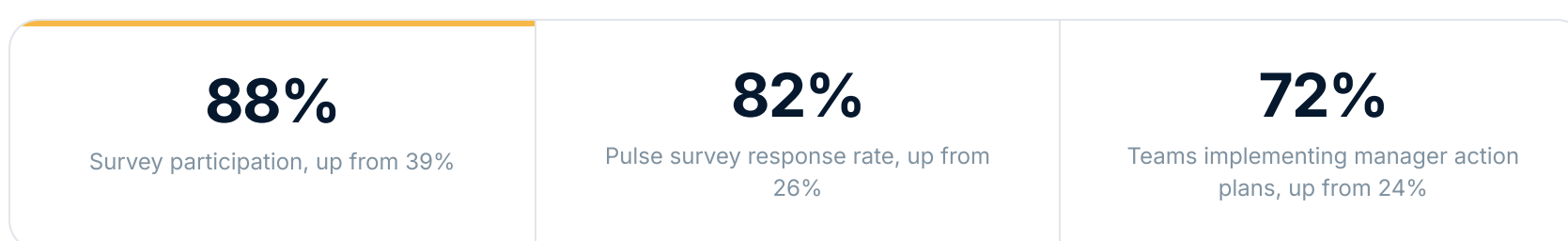
**WhatsApp distribution**, surveys distributed via WhatsApp in addition to email significantly improved accessibility and response rates, particularly across geographies where mobile-first communication is the norm.

**AI-powered sentiment analysis**, open-text responses are analyzed automatically to surface themes and sentiment trends. Industry benchmarking gives context: if a recognition satisfaction score is 65% against an industry benchmark of 78%, HR can see and prioritize the gap immediately.

**Manager action plans**, survey results segmented by team and location give managers targeted, specific insights, and recommended action plans, tailored to their context, not just organization-wide averages.

## THE RESULTS

### From 8 weeks to real-time, and attrition reduced



Survey participation climbed from 39% to 88%. Pulse survey response rates tripled, from 26% to 82%. 93% of employees were now covered through lifecycle surveys, compared to limited touchpoints before. And the time to identify engagement issues fell from 8–10 weeks of manual analysis to real-time insights through continuous listening.

The shift in manager behavior was equally significant: the proportion of teams actively implementing improvement actions based on feedback rose from 24% to 72%. When managers receive specific, team-level insights rather than organization-wide averages, they can act. When employees trust that their feedback is anonymous and will be heard, they give it. The organization strengthened employee trust, improved engagement, and significantly reduced voluntary attrition as a result.



Annual surveys were showing us how employees felt months ago. By then, the people we needed to retain had already decided to leave.

**Empuls gave us always-on pulse surveys via WhatsApp, lifecycle feedback from onboarding to exit, and AI that turned open-text responses into prioritized action plans. Managers stopped guessing, they had team-level insights telling them exactly where to act.**

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## COMPANY PROFILE

WORKFORCE  
10,000+ employees

PROGRAM TYPE  
Continuous listening & retention

GEOGRAPHY  
Multi-region, global

DISTRIBUTION  
Email + WhatsApp

## CAPABILITIES

- Pulse surveys
- Lifecycle surveys
- Anonymous feedback
- WhatsApp distribution
- AI sentiment analysis
- Industry benchmarking
- Manager action plans
- Engagement driver analysis

Real-time sentiment insights across 10,000+ employees, attrition identified and addressed before it becomes voluntary exit