



## Culturelytics: Case study

Client: Local Government Council in the UK

Solution: Beats employee sentiment analysis platform

### The need

The client is the local government Council in one of the UK's most populous and diverse cities. As part of a UK-wide initiative to build inclusive mindsets in key diverse areas of the country, the Council has undertaken a multi-faceted project called Stronger Communities Together, to help create more inclusive, diverse and equal workforces in its community.

### Product solution: Beats with Kaiwa Chatbot

In this context, the Council partnered with Culturelytics to assess the attitudes and sentiments of a selected group of citizens regarding their experience as employees. The immediate goal was to use this assessment as a basis for designing a training programme for selected employers in the community across the public, private and voluntary sectors.



- Culturelytics' interactive chatbot, Kaiwa, was deployed with elected citizens across the Council's community network, including employees of several key partner organisations from the public, private and voluntary sectors. The survey received 496 responses representing a healthy mix of individuals from multiple backgrounds.
- Beats measures employee attitudes towards different dimensions of their work experience: Job, Team, Leadership and Organisation as a whole, in a proprietary 'OLTJ' framework. It is also customisable and, at the request of the client, Kaiwa also explored employee sentiment about their experience with COVID and work-from-home, and on bias experienced at work.
- Beats can also analyse the responses along multiple demographics, and the client identified eight (8) demographic 'buckets' relevant to the project: industry, faith, ethnicity, gender, country of birth, duration living the UK and duration living in the local district.
- Respondents' feedback was run through our AI-powered analytics platform, and the analysis presented, along with recommended actions, in a customised visually intuitive client dashboard that helps clients understand and discuss the results and decide which actions to take.

### Key insights & recommendations

- **Covid:** People surveyed felt confident in their health situation during Covid. The views across multiple groups within each dimension was found to be similar on the health standards they are currently maintaining.
- **Employee experience:** Respondents were less confident about technology and information support from employers and their ability to work during Covid and felt that focus on quality and improvement had suffered. They also perceived a lack of interest in their individual contributions or career advancement, and that contrary views expressed invoked negative consequences. People across the board said they were proud to work for their organisation and wanted to make a contribution but felt limited by management attitudes and behaviours. Beats also uncovered areas where experience (positive vs. limiting sentiments) varied significantly among people from different groups, indicating areas for attention. For example, the experience of bias varied the most between groups that have lived in the UK for different lengths of time.
- **Training:** Based on the insights from the Beats survey, Culturelytics made specific recommendations for training workshops to achieve the Council's objectives. Ten workshop topics were recommended, including relationship-building, unconscious bias, and succession planning. And target demographic groups were identified, including 'champions of change' – people highly aligned with the project vision who can help drive change, and those showing low alignment, who should be priority target workshop participants.

### Key client outcome

Equipped with this more precise understanding of sentiments within the workplace community, the Council was able to repurpose their training budget and programmes to more effectively support the Stronger Communities Together mission.

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