

Case Study: Kings College

With over 15 years' experience as specialists in employee retention, [great{with}talent](#) has worked closely with both public and private sector organisations to provide valuable insight and actionable solutions on the issue of employee turnover, helping organisations to build understanding of why people leave and maintain a healthy turnover level.

[great{with}talent](#) recently partnered with Kings College Hospital, one of London's largest and busiest teaching hospitals, employing over 5,000 staff and providing a full range of hospital services for over 700,000 in the London boroughs of Lambeth and Southwark, in addition to acting as a referral centre for millions of people across the South East of England. The hospital also featured in Channel 4's documentary 24 hours in A&E between 2011 and 2014.


5,000
employed


Providing
Care to
MILLIONS

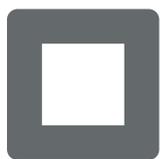
The Issue



Prior to working with [great{with}talent](#), Kings College Hospital was using a manual paper-based leavers' questionnaire which was posted out to permanent staff following their resignation. The process was time-consuming and administratively burdensome, with a low response rate. It only allowed the collection of very basic data and there was a clunky data entry process at the back end which produced no real insight or analysis. There was no real capability to dive into the reasons behind employee turnover, or to compare data across the hospital's broad employee mix.

The Solution

[great{with}talent](#) has helped Kings College Hospital to **double the return rate of exit questionnaires** using [great{with}talent's](#) online solution, [LastOpinion](#), improving the quality and quantity of data from leavers in their organisation. Not only did the higher response rate generate a much larger data yield, the data that is collected is more sophisticated and can be analysed in many different ways and so is much more useful to address organisational issues. The hospital is now able to draw comparisons on leaver data between departments and occupational groups, such as doctors, nurses and midwives so that efforts can be concentrated on the most urgent areas.



Due to the simplicity and user-friendly design of [great{with}talent's](#) [LastOpinion](#) product, leavers are more inclined to complete exit questionnaires because

- a) it's emailed to them directly rather than posted out to them;
- b) it takes just minutes to complete;
- c) data is fed back automatically, there is no reliance on the leaver sending back a paper form.

The system will automatically send reminders to those who have not yet completed the survey saving valuable working hours in chasing up responses.

"We liked the look and feel of the product. This is actually quite important for exit questionnaires because you're asking for feedback from people who've already started to disengage with the organisation. Trying to get them to complete anything can be a challenge." Peter Absalom, Staff Resourcing Manager at King's.

The Impact

With greater insight into the reasons behind employee turnover and the patterns and synergies across departments and groups, data can feed directly into the development of the Trust's HR strategy, enabling a targeted approach which has significantly contributed to maintaining a low staff turnover level and boosted organisational performance levels:



“We are a people organisation, so our HR strategy contributes directly to our frontline delivery, and hence to patient care,” commented Peter Absalom.



There are also considerable financial savings, as millions of pounds in expensive agency fees are avoided by maintaining a low turnover simply through the organisation evolving its understanding of why people leave and building a strategy to encourage them to stay.

“Getting good quality information means we can improve the talent and professionalism of our staff by responding to the feedback they are giving us.”

[LastOpinion](#) has generated vital insight into the key motivating factors of why people leave the organisation and has provided the opportunity to implement some quick wins as well as longer term strategic initiatives. As an example, leaver feedback highlighted the lack of catering facilities for night shift workers, so the organisation was able to install vending machines in the staff areas to help with this. This is a shining example of data empowering the organisation's management team to act swiftly and meaningfully, and the employee voice being heard – a real win-win situation.

What Next?

King's now plans to trial another [great{with}talent](#) product, [OnBoarder](#), to improve the employee experience and boost engagement levels from the outset (and reduce potential turnover even further) by getting new employees up to speed and fulfilling their needs quickly, making those crucial first few months as seamless as possible.

At [great{with}talent](#) we want to help every organisation we work with to excel in the achievement of their objectives and at the same time be a brilliant place to work. Our work makes a difference, with real insight and real solutions. Further information on all [great{with}talent](#) products, including [LastOpinion](#) and [OnBoarder](#) are available on our website: www.greatwithtalent.com If you would like a more in depth discussion, or to arrange a free trial of any of our products, get in touch. We look forward to sharing more impressive results with [great{with}talent](#) products in your organisation.