

Case Study

Employee satisfaction study in an American Automobile MNC

Marketing Challenge:

America's leading and diversified auto business house wanted to understand employee's general experiences working at Multinational Auto Company. They wanted to know Manager's communications & information consumption. As the management was changed they wanted to understand the employee responses towards it. They also wanted to test the developed message statements.

MMRSS' Approach:

The research was done using Triads and Mini Focus group discussions with respondents recruited were selected on 2 basis:

1. Location Office at which they are working including Mumbai, Delhi, Bangalore, Kolkata
2. Level of management at which they are working

8 sessions of

- Triads: 4 sessions
- Mini group: 4 sessions

The Results:

The Employees thought that the company had good reputation among top 5 in Indian market. The company has insufficient manpower and young employees felt that they are not given opportunities to explore the ideas & thoughts. When team organization changes, important decisions regarding company are not communicated to lower management levels. Messenger and emails are observed to be ways of communication. Horizontal, one way and vertical are observed to be channels of communication. Lack of communication was mostly observed between higher level & lower. Changes majorly created a positive impact on employees but also had few loopholes

Related Readings:

1. [Test product market research for Automobile giant](#)
2. [Customer Sales Satisfaction Study for an Automobile giant](#)
3. [Consumer Service Satisfaction Study for an Automobile giant](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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In Summary:

- Ethno-stream is proprietary of Majestic MRSS where Live video streaming of ethnographic research is done
- In one such study we successfully analysed the purchase and usage behaviour of mobile users.