

Pulse check – The use of Qualtrics in Aker BP

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Aker BP – The E&P company of the future

High quality pure play oil and gas operating on the Norwegian Continental shelf

- ✓ Goal to be one of Norway's most attractive places to work
- ✓ High pace, frequent changes, and a forward-leaning culture
- ✓ Just over 3,000 employees, 950 of them offshore
- ✓ The main goal with Pulse is to help the leaders!



- Why Pulse Checks?
- The Journey: From Manual Surveys to Qualtrics
- How we use Pulse and Qualtrics Today
- Best Practices and Lessons Learned

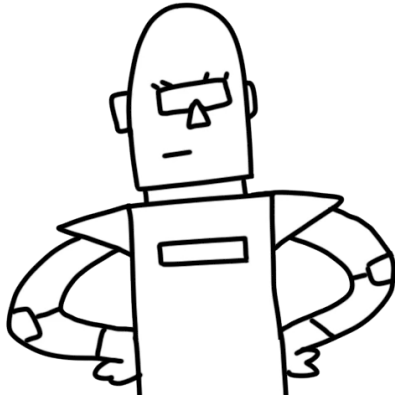
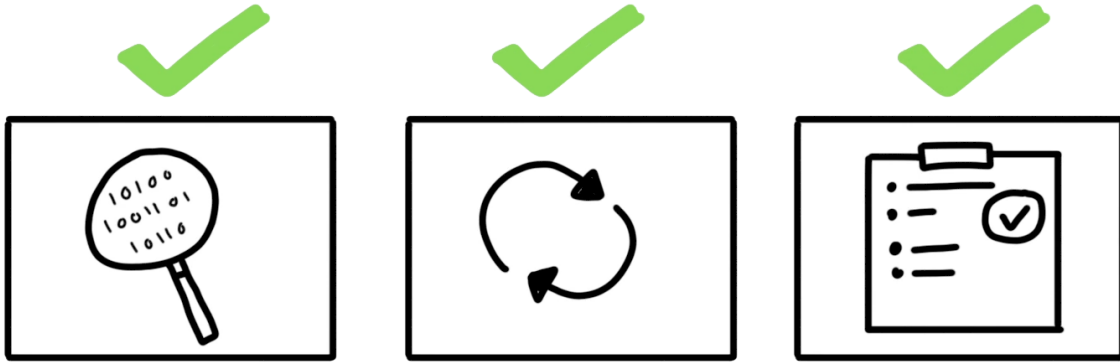




The Challenge

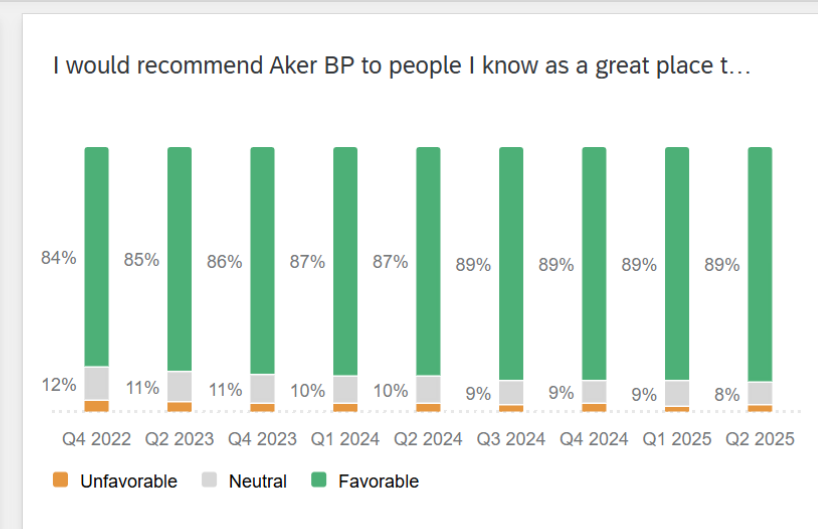
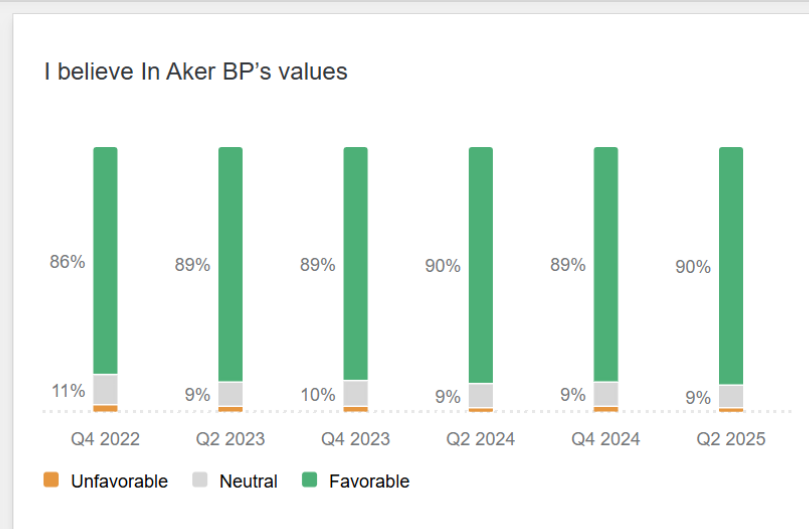
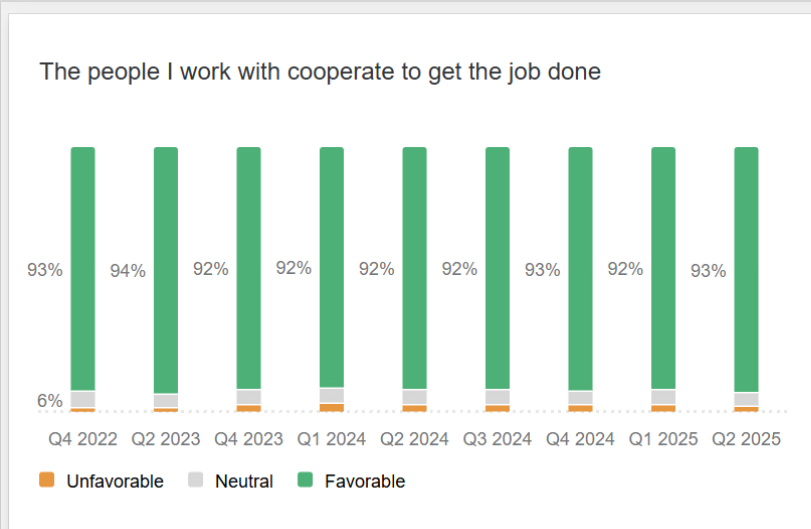
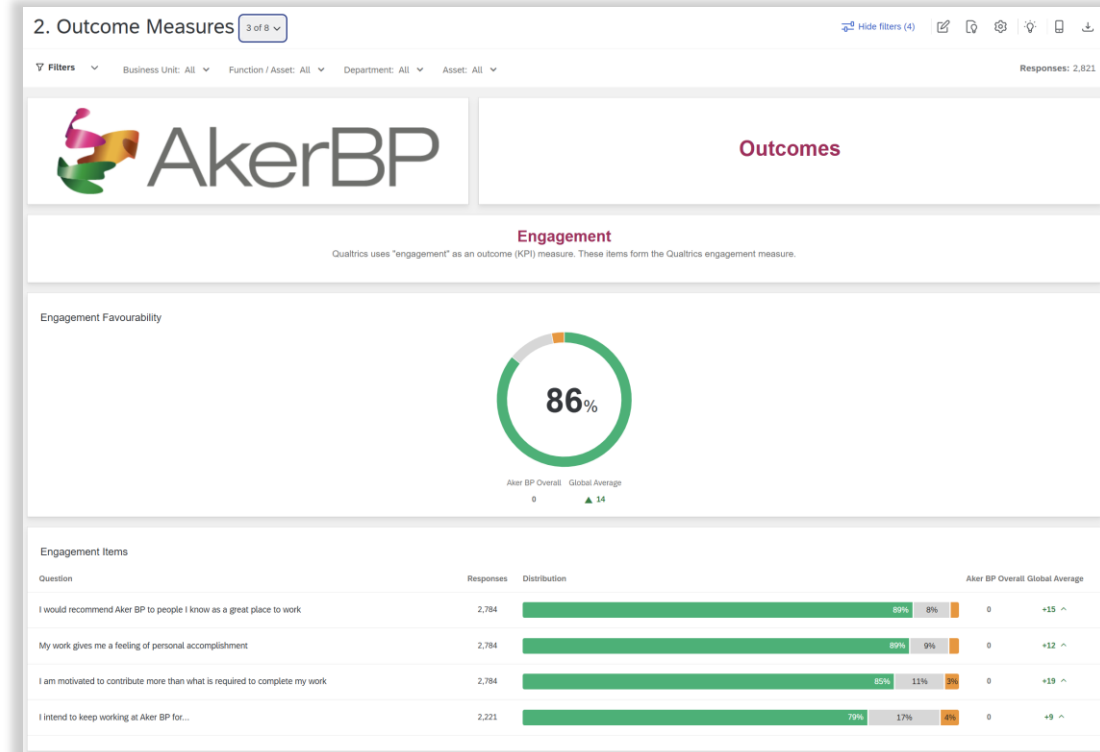
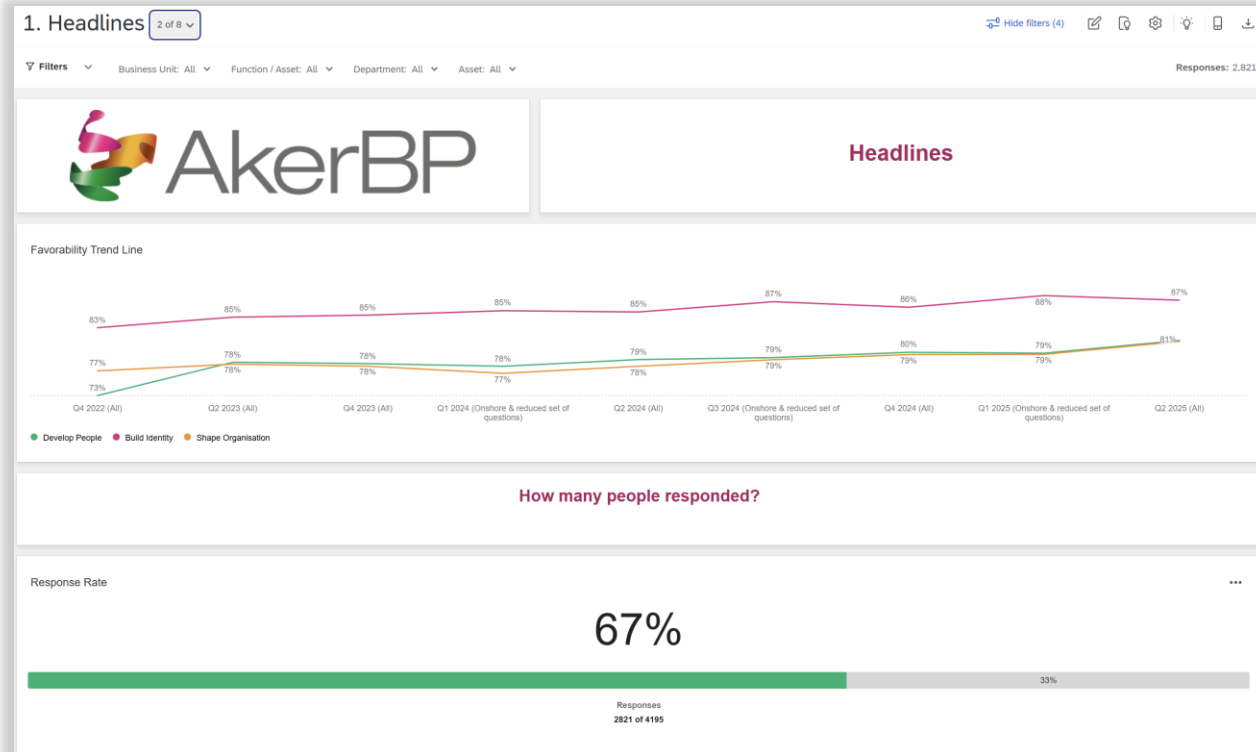
- “Great Place to Work” – survey: 100+ questions biyearly
- Need for more frequent check-ins → Pulse
- Old survey platform
 - Manual data cleansing and mapping
 - 8 weeks of work yearly
- Survey reported as spam/phishing → Low response rate

The Implementation

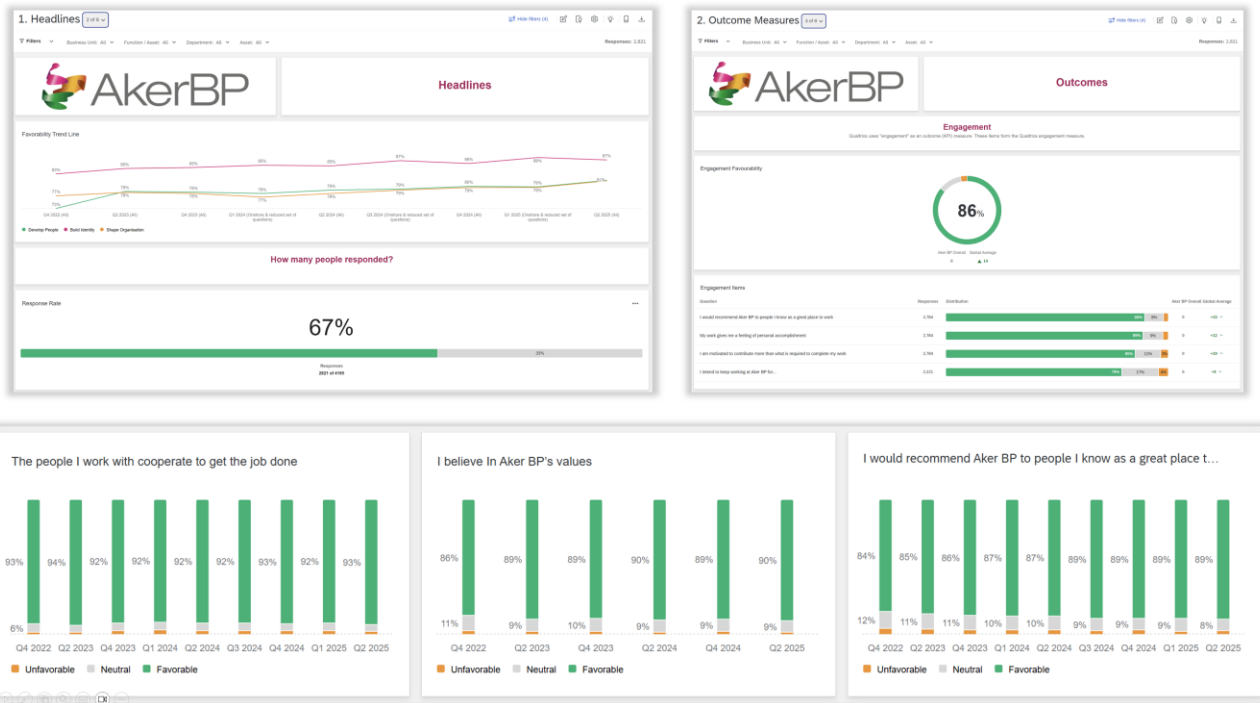


Why Qualtrics?

- Automated feed from SuccessFactors
- Dynamic access control and filtering options
- Live status on response rate
- Improved response rate
- No more worries about spam/phishing

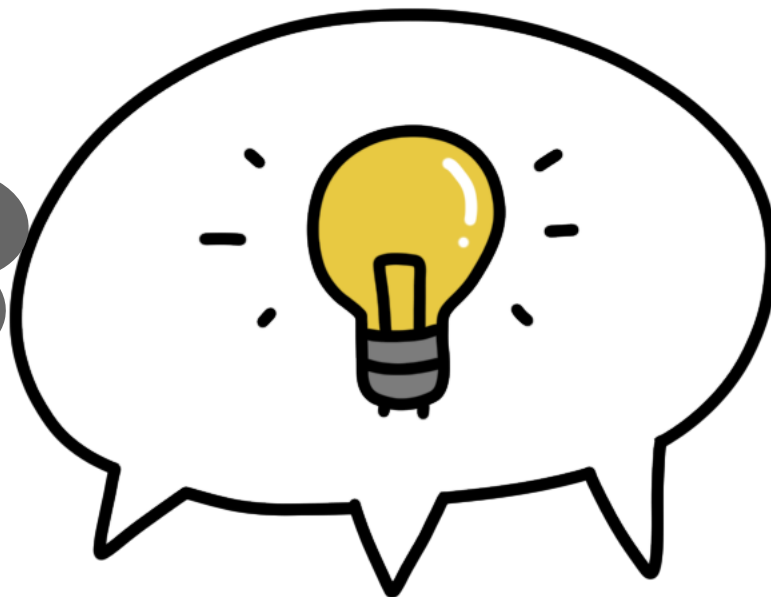


Where are we today



- Response rate up, less manual work
- Leadership team discusses data and creates action plans
- Pulse 4 times a year → 2 times a year

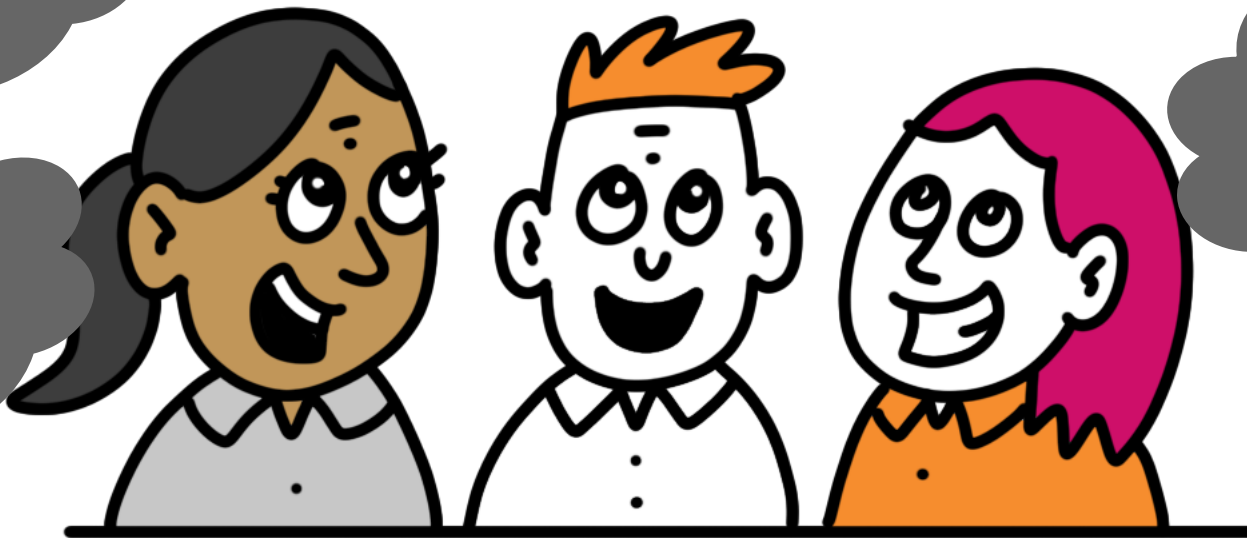
Clear plan for using
generated data



Ownership starts at
the top – leaders
must act on results

Consistency in
questions enables
trend analysis

Employees must see
that feedback leads
to action



Timing of surveys
affects responses –
be strategic

Does Employee Engagement help us achieve our vision?

YES!





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