



Radical listening:
How employee feedback
drives people strategy





How Bright Horizons closed the experience gap

+ FIXING A DISCONNECTED EX SYSTEM

Before Qualtrics, Bright Horizons used five survey platforms to collect feedback throughout the employee journey. To promote employee well-being they wanted a single platform that could break down their data silos and enable a more holistic approach to employee experience focused on intentional listening, understanding, and action.

+ BUILDING A COMPREHENSIVE AND ACTION-ORIENTED EX PROGRAM

With Qualtrics, Bright Horizons now has an experience program that allows them to collect feedback throughout the employee lifecycle, including onboarding, annual surveys, and quarterly pulse checks. The real-time feedback they receive is cleanly visualized and routed to managers so they can take immediate action. Additionally, by connecting experience data (X-data) with operational data (O-data), Bright Horizons is able to make strategic improvements that have a big impact.

+ DEVELOPING NEW BENEFITS

One improvement Bright Horizons made with X- and O-data was to start an education program that pays full tuition for teachers who want to pursue a higher education degree. Over 1,000 employees have participated in the first year, and improvements such as this one have resulted in 80% of employees saying that they now see a future at Bright Horizons.

Qualtrics enables us to tie our engagement results to key organizational metrics. It makes data more powerful, providing better insight into what is actually driving retention and engagement.”

KRISTIN HENDERSON
DIRECTOR OF INSTITUTIONAL RESEARCH



HIGHLIGHTS

18 times named Fortune 100 Best companies to work for

80% of employees see a future at Bright Horizons

1K teachers in free degree program, started from employee feedback