



How ADP Uses 20/20 Insight for Internal Quality Surveys

Julie Langmeyer
Automatic Data Processing, Inc.
Independence, OH

Automatic Data Processing, Inc. (ADP) is one of the largest providers of a broad range of mission-critical, cost-effective transaction processing and information-based business solutions. Since purchasing 20/20 Insight GOLD in 2000, ADP has assessed more than 15,000 individuals.

I use the program on an almost daily basis for the Ohio Valley Region of ADP's Major Accounts Division, which covers Cleveland, Columbus, Cincinnati, and Indianapolis. I set up projects for a variety of applications, including: 360-degree feedback, internal and external customer feedback, and training evaluation.

Because 20/20 Insight is so flexible, we can set up a department to receive feedback, not just individuals. As a result, we've had excellent success using the program for **annual internal quality surveys** requested by the region Management Team. In this application, other departments provide feedback to a specific department whose services they receive. Since they all need to work together for the benefit of the client, it's important for each department to learn about its strengths and areas for improvement from its internal customers.

First, the manager of a given department identifies the departments that will give feedback, along with the specific individuals who will complete the questionnaires. The manager gives me that information and I create the survey. We keep the number of questions to a minimum, typically no more than 10 scaled items, plus one open-ended question for general comments. Respondent relationships are the names of each department giving feedback, such as Client Services, Implementation, Finance and Sales. That way, we can break out the data later according to different customer groups.

We make sure that no individual respondent rates more than six departments. A Client Services Representative, for example, may complete a survey for Banking, Quality Assurance, Tax Filing and Technical Support.

Once I've collected all the responses, I prepare a PDF file of the report and send it to the department managers, who then discuss the results with their upline manager. Afterwards, managers share the report with their peers in their department. Together they identify problem areas to be targeted and create an action plan for improvement.

I use the Advanced Report function to create a summary report for senior staff combining data from all departments. **And** I can give each senior manager exactly the display of data he/she wants. This is the beauty of the 20/20 Insight program! Since they're already familiar with 20/20's report formats from other applications, they know what to ask for in these summary reports.

Because we've now conducted these surveys over multiple years, we're also able to compare the current year to the previous to check progress towards completion of goals and *evaluate the effectiveness of our action items. These internal quality surveys have significantly improved the level of service that our departments provide to each other.*