

eNPS surveys at McCarthy Stone

From annual snapshots to continuous insight



McCarthy Stone
Retirement living *your way*

83.8%
Survey participation rate

2800
Employees Engaged

Challenge

In the face of fierce talent competition McCarthy Stone's leadership recognised a need to capture employee sentiment more frequently to better understand satisfaction, team performance, and management quality across regions.

Outcome

The implementation of monthly eNPS pulse surveys led to a significant cultural shift within McCarthy Stone. eNPS scores rose by 49 points in 2 years, demonstrating a marked improvement in employee satisfaction across the organisation.

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| Headquarters Bournemouth, UK | Founded 1977 | Industry Real Estate | Employees 2,800 |
|---------------------------------|-----------------|-------------------------|--------------------|

About McCarthy Stone

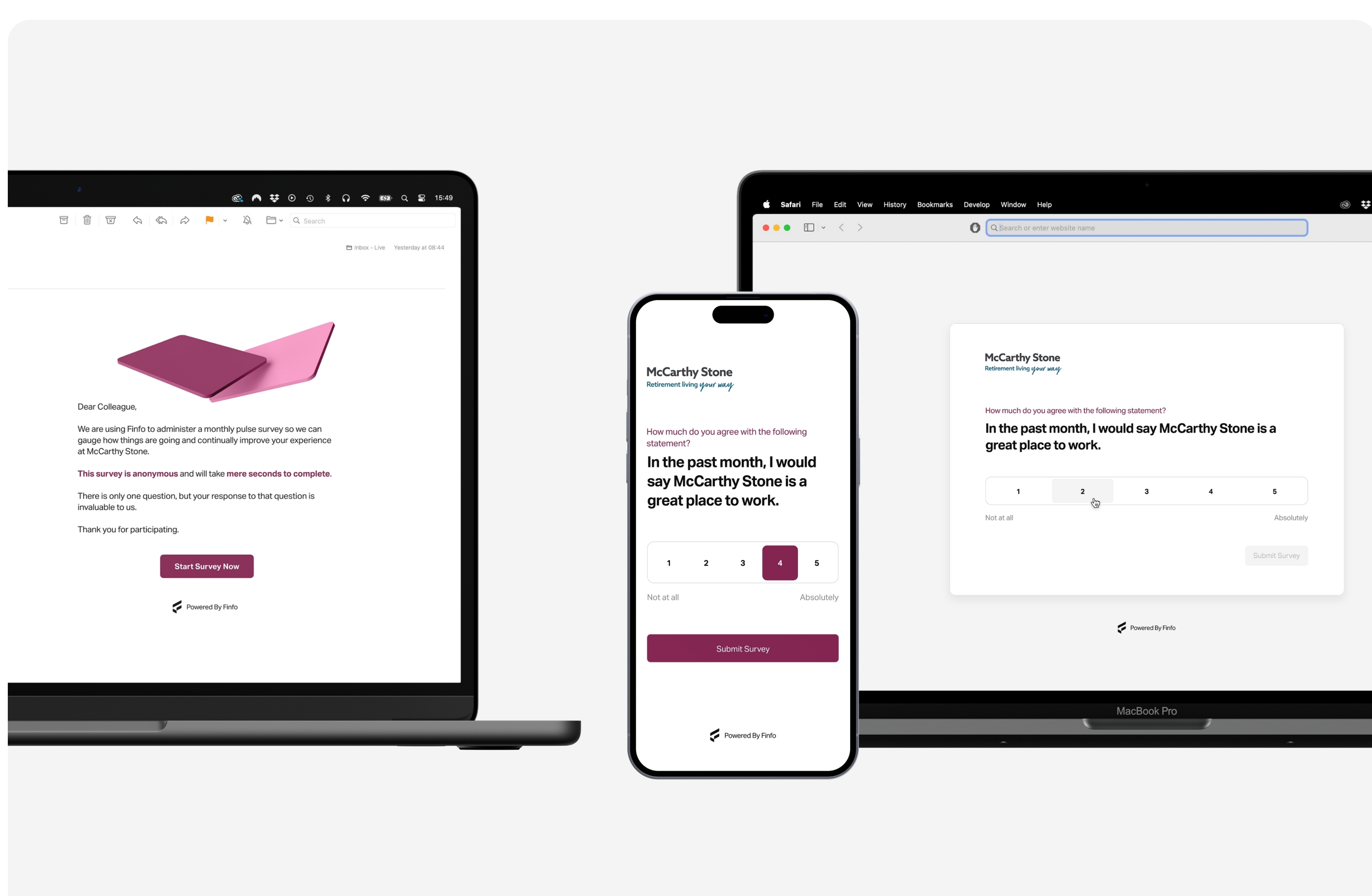
McCarthy Stone is the UK's leading developer and manager of retirement communities, with a substantial portfolio of over 530 developments across England, Scotland, and Wales. Serving more than 22,500 homeowners and renters, the company is dedicated to providing high-quality, independent living options for older adults, complete with tailored support services to meet their evolving needs.

Challenges & Objectives

After several restructurings and changes within the workforce, McCarthy's leadership recognised a growing need to better understand employee sentiment on an ongoing basis, rather than relying solely on the annual company survey.

Finfo recommended employing the Employee Net Promoter Score (eNPS) as a benchmarking tool that would allow McCarthy to better monitor employee satisfaction and understand their standing compared to sector norms. The areas we identified as needing greater insight were:

- 01 Continuous Sentiment Tracking and Emerging Issues**
The annual survey provided only a static view, unable to capture real-time sentiment changes or emerging issues throughout the year. There was a need for dynamic sentiment tracking to understand how engagement fluctuates over time.
- 02 Regional and Managerial Impact on Engagement and Retention**
Significant regional variability in employee satisfaction, team performance, and management quality affected McCarthy Stone's ability to retain talent, especially in a competitive market. Leadership required a more nuanced view to address these differences effectively.
- 03 Competitive Benchmarking for Talent Attraction and Retention**
To remain competitive in a service-led industry, it was critical for McCarthy Stone to track employee satisfaction against industry standards. Regular benchmarking helped ensure they were fostering a strong culture that would attract and retain top talent.



Email Template & Survey Design

All communication, including surveys themselves, are designed to be clean and minimal, focusing the user's attention on the task at hand. When requested, branding guidelines are adhered to throughout.

Process & Discovery

We rolled out the initial survey in October 2022 to over 700 employees across McCarthy's four regions and supported the launch with a communications campaign to inform employees about the survey's purpose and process. Participation initially reached 77%, which was encouraging, although the initial eNPS score of -1 fell below industry averages.

Despite this low starting score, the high participation rate reflected an engaged workforce. With this data, McCarthy's leadership introduced "You Said, We Did" campaigns, embedding employee feedback into regular one-to-one and team meetings. Survey results were also incorporated into KPIs for managers, making employee sentiment an integral part of performance reviews and strategic planning.



Reporting

Monthly reports are tailored to each recipient, giving them their personalised insights in a clear and concise format.

Outcomes & Impact

The ongoing focus on employee engagement delivered impactful results. In October 2023, McCarthy Stone achieved an 81% survey participation rate, with the eNPS score rising to +30. Building on this success, we expanded the survey in 2023 to cover additional McCarthy Stone divisions, including both operational and support teams.

By October 2024, participation had further increased to 83.8%, with an eNPS score of +48, demonstrating a significant cultural shift towards employee engagement across the organisation. By this time, Finfo's surveys were reaching the entire company, engaging over 2,800 employees and reinforcing McCarthy Stone's commitment to ongoing improvements in employee satisfaction and involvement.

Any Questions?

Book a personal introduction to our eNPS surveys via info@finfo.io