

New Joiner Research

“New joiner” or “on-boarding” research is undertaken shortly after an employee joins an organisation. The purpose is to establish the effectiveness of the on-boarding process in integrating the individual into the role and organisation. Given the cost of recruiting a new employee, it is critical to ensure that the return on investment is realised and that you are not at risk of losing them.

Effective on-boarding

Researching the views of new employees has many benefits, including:

- assessing early-stage satisfaction, motivation and commitment levels and maximising employee engagement;
- evaluating the relevance and effectiveness of current recruitment, induction and other training programmes;
- obtaining feedback on the role of line management in engaging and developing new employees;
- capturing fresh ideas to help improve work practices; and ultimately
- driving cost savings through reducing employee turnover by identifying new employees' concerns at the earliest opportunity.

New joiner research also promotes your organisation's commitment to developing new employees and creates an image of professionalism from the outset.

So, what can organisations do to intervene and drive the engagement and long term commitment of new employees?

How Ipsos MORI adds value

We work with clients to understand and manage the expectations and aspirations employees have when they join a new company and to discover 'moments of truth' which may be pivotal in driving commitment and engagement. This not only takes the admin burden away from HR, it also brings unparalleled independence, objectivity, quality and expertise.

Ipsos MORI is a global leader in employee relationship management and employee engagement.

How it Works

Our aim is to understand the initial experiences and understanding of a new employee. During this initial induction and integration phase, Ipsos MORI conducts in-depth evaluation and analysis of new joiners' feedback, using qualitative and quantitative techniques.

Ipsos MORI 'new joiner' interviewing uses a systematic process to gather valuable intelligence, innovatively through 'blogs' as well as automated online, paper and face-to-face methods. Reporting can be ad-hoc or automated online at different aggregate levels, whilst results are interpreted in the context of our wider knowledge and experience. Our feedback is designed to be highly actionable, directing the findings to inform your strategy and policy.

If you are interested in learning more about how Ipsos MORI can support your employee relationship management needs, please [contact us](#).