

## CASE STUDY

# Foster's Group uses Insync Surveys' Exit Survey to develop and retain its employees

## About Foster's Group

At Foster's Group they have a simple vision - to be one of the world's greatest drink companies. Foster's Group employs over 6000 people globally and their products are sold in more than 155 countries. In Australia, they operate a unique multi-beverage business producing, marketing and distributing a portfolio of beer, wine and spirits brands. In the dynamic and fast-changing international drinks market, people remain at the forefront for Foster's Group.

## The challenge

Gina Dwyer, Foster's Group Human Resources (HR) Manager for its sales division, describes the retention issue facing the organisation: "When employees leave, we lose more than just the person. We also lose the time and resources invested in training that person to learn the Foster's Group network and the way things are done here. Fresh people bring new

ideas to the company but it's important to balance this with the retention of our current employees."

## The solution

Traditional exit interview processes often suffer from low compliance and inconclusive data. Dwyer says that one of the major drawcards of the Insync Surveys Exit Survey is that it can easily be completed online.

"Our HR team log in to our online exit survey site supplied by Insync Surveys and issue the surveys to departing employees. The tool then automatically sends an invitation with a link to the survey to our departing employees for them to complete at their desk. HR can then login to the tool at any time to get the data we need to assist in making decisions," says Dwyer. The exit surveys can also be done offline. Dwyer says: "When our sales people resign, the timing around their departure is

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Gina Dwyer  
Human Resources  
Manager - Sales  
Foster's Group





sometimes so quick that they don't get a chance to do the survey before leaving. In this case there's an option for them to be interviewed over the phone by Insync Surveys staff because we really value employee feedback. As a HR team, we have also chosen to do our own face-to-face exit interviews with certain individuals because we're trying to focus on meeting the needs of a diverse workforce."

Dwyer found Insync Surveys staff to be flexible and very easy to work with, as they tailored the reporting to the company's needs. "I like the way the Insync Surveys reporting is split by demographics so that we can drill right down to things such as location and business unit. We have been very happy with the tool and the service level. It has definitely been valuable for HR decision making at the Foster's Group."

## The results

Dwyer and the Foster's Group HR team are in tune with the reasons their employees leave. This has allowed them to focus on the key areas of talent management, workforce engagement and career development.

Dwyer says: "The Exit Survey results have been the basis for several plans. First the data feeds into a measure of how well we're doing in our key HR areas. We also look at our employee engagement survey results and tie them into our assessment. All the data we collect gives us a starting point to develop projects to improve. The findings from our measurement tools enable us to work closely with the leadership team and ensure our programs are effective."

## About Insync Surveys

Insync Surveys is a 2009 *BRW* Fast 100 company. With offices in Melbourne, Sydney and Perth, we deliver customer, employee, board and other stakeholder surveys for some of the largest organisations in Asia Pacific, including: Cathay Pacific, Foster's, Toll, AXA, Medibank Private, WorleyParsons, the New South Wales Department of Community Services, the Victorian Department of Primary Industries, Tourism Western Australia, iiNet, Fairfax Digital, QLD Department of Emergency Services, TT-Line (Spirit of Tasmania), Melbourne Cricket Club, many local councils, most university libraries and Mission Australia. This experience allows us to benchmark your results. Insync Surveys' organisational psychologists help your organisation to improve performance and the working lives of your people.

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