

POLLING & STATISTICS – an automation case made to initiate job-related alcohol discussions

Polling and Statistics ("Pollstat") is a new and upcoming Norwegian Field and Tab company. Pollstat is working with many of the largest brand organisations. In this case Pollstat was asked by one of its partners to help them implement an advanced technical solution for a national health authority that was not just "out-of-the-box".



THE CHALLENGE

The national health authority wanted to implement a campaign targeting Norwegian businesses and organisations by putting alcohol related issues at work on the agenda. Initially this consisted of posting information about alcohol on their website with a view to helping organisations and managers, in any industry, understand and encourage discussion with their employees.

As a vital part of this initiative they wanted to conduct an anonymous survey allowing the employees to give their opinions and use the results from the survey as a platform for team discussions. **The solution needed to be 100% automated end-to-end.**

THE SOLUTION

QuenchTec together with Polling & Statistics (a QuenchTec client) supplied the health authority with the solution on their website which allows the managers of departments in any organisation to request a survey for their team:

1. The manager enters their email and name on a form
2. The manager then receives two emails:
 - a. Suggested template to send to their employees including the URL for the survey. They are of course free to modify this email.
 - b. An invitation to their bespoke portal where the results from the team are displayed
3. To keep the results anonymous. Nothing is reported until the base reaches a minimum of 10 interviews for any company department - which is what the client felt was the preferred threshold.

The whole process is 100% automated.

Technical key features

Key features of the solution are a 'help yourself' questionnaire, the automatic creation of a report online and the automatic creation of unique links for the survey.

THE RESULTS

"QuenchTec accepted the challenge, and together with Polling & Statistics, they built a flexible tool for the national health authority - enabling a wider conversation about alcohol use and its social consequences. Through a very speedy process QuenchTec delivered perfectly according to the requirements of a 100% end-to-end automated solution".

Pål Listuen, CEO, Polling and Statistics