digital focus groups

## Crowdsource insights in a live conversation with your people.

Digital Focus Groups enable organizations to engage in a collective conversation where employees can share their voice freely, and react to sentiments shared by their colleagues.

Scalable, agile, and smart

Scalable technology provides for an open dialogue between a moderator and potentially hundreds of conversation participants. Artificial intelligence analyzes and distills themes and sentiment from qualitative feedback – all in real-time.

Deep data analysis

Automated analysis

Scalable

Your Organization

Real time conversation

Hundreds of employees
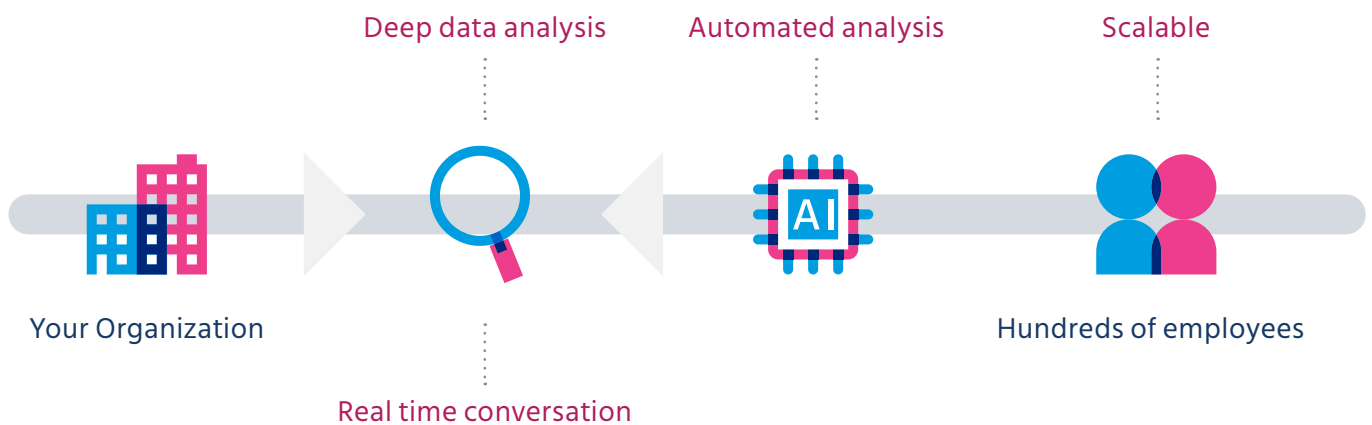
An engaging, collective experience

Interaction with the moderator, other participants' sentiments, and live reporting deliver a uniquely engaging experience.

Accessible via desktop, laptop or mobile device wherever participants are, the conversation encourages honesty and authenticity with complete anonymity.
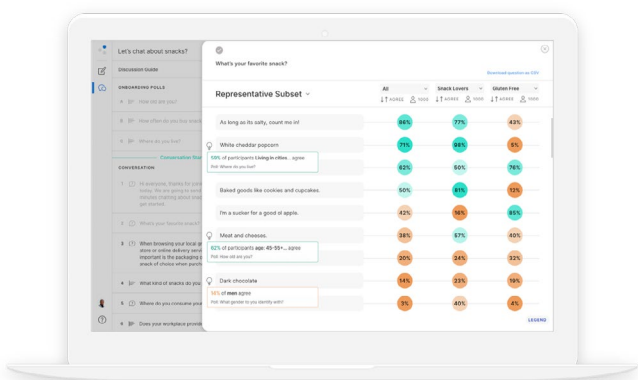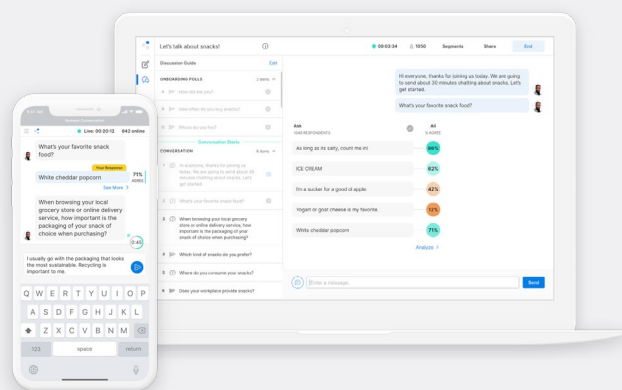
Rich feedback distilled and delivered

Artificial Intelligence and participant interaction combine to deliver immediate people insights.

Dynamic results dashboards provide for extensive data exploration and segmentation – highlighting sentiments shared across and within groups.

Fully managed deployment, expertise, and insight delivered by Mercer.

Speed, reach, and flexibility make Digital Focus Groups a versatile solution with practical impact.

Here are just some of the ways Mercer's clients are using them:

- Follow up on key opportunities and action items from employee surveys.
- Inform EVP strategy through a Total Rewards experience deep dive.
- Understand culture of Diversity & Inclusion.
- Source insights on employees' career aspirations to help design a career development toolset.
- Assess merger experiences to improve onboarding and integration practices.
- Gauge impact of mobility policy changes.

Contact us at **contactus@sirota.mercer.com** or visit our **website** to learn more.