



Case Study

## Merck annual IT Customer Satisfaction Survey with Interview Survey Consulting Services

Following a transition period for its IT users, Merck Corporate Information Services aimed to **measure the appreciation** of all IT products and services provided to the employees. Previously, such satisfaction surveys were carried out with a sample of users. This time, Merck wanted to **query all IT users worldwide**. As a result an E-questionnaire was sent to approximately twenty-five thousand employees in 8 languages. Merck also benefited from the input of Interview?! **Survey Consulting Team**



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*“The combination of the in-house software & consulting services met our requirements efficiently and at adequate cost. The outcome produces a quality survey to sums up our customers’ perception and wishes.”*

Daffa Diop

Merck Corporate Information Services.

### Background Information

Following major infrastructure, services and organizational changes carried out at Merck with the integration of two companies, the objectives of the IT satisfaction survey were clear: **measure IT customers’ appreciation of the newly shaped services and products, implement actions to fit expected level of satisfaction for the new environment while following best practices from related international IT standards<sup>1</sup>.**

Reaching a high number of employees was essential in order to draw the appropriate conclusion. To that end, the analysis of the results helped determine which IT services and/or products had to be improved or be further developed. In addition the trend information, over time, helped to assess the effectiveness of the improvement actions implemented to answer user expectations.

The Interview?! application was already chosen in 2003 for its easy integration with Merck messaging system IBM Lotus Notes and installed for a few departments. For this project, data protection was a key aspect and the tool capability to handle large volumes made it the definite choice. Previously, such surveys at Merck only targeted a sample of approximately 1,000 users.

### Implementation of the solutions and service expectations

For such a wide scope, Merck’s IT division decided to work in partnership with the **Interview?! Survey Consulting Team** to benefit from its expertise from having carried out numerous surveys with other large companies.

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<sup>1</sup> International Standard Organisation (ISO) norms





A draft questionnaire was created by the Merck project team and then finalized by the Interview Survey Consulting Team. Their technical team also managed the distribution and part of the communication to Merck employees, as well as consolidating the results in comprehensible reports.

*“The close collaboration with the Consulting Team provided the necessary expertise that fit our organization. We were able to submit to our internal customers a professional survey in order to detect the appropriate area of improvement. It also added an objective point of view, which is very important for this type of survey. Above all, data integrity and confidentiality were also guaranteed.”*  
Daffa Diop, Merck Corporate Information Services.

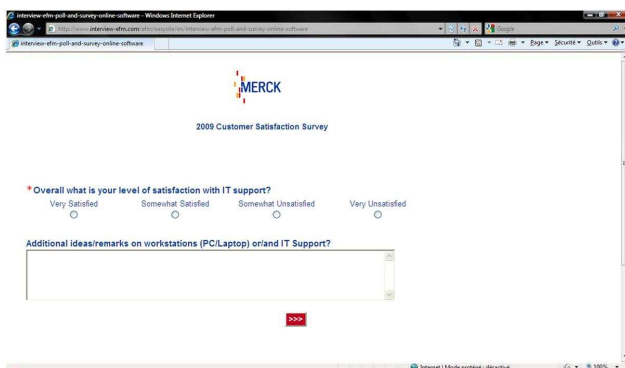
During the analysis phase, access to the web-portal reporting tool **Dataview?!** was provided to the Merck project team to extend the analysis criteria if needed. Dataview?! was developed by Interview to manage data from

different angles. The Merck Survey project team deployed it worldwide to IT Managers around the world and received very positive feedback regarding its usability. The tool gave autonomy to manage specific results whether generating predefined reports, conducting in depth analysis (i.e. local vs. global), or do a yearly comparison (2008/2009) due to the easy-to-use interface.

### Overall Experience

*“The Interview Consulting Team was professional and dedicated with quick reactivity. We are highly satisfied with their services, budget supervision and resources allocation. As for Dataview?! It is simply put, an advantage to manage the final figures in a different focus. Let’s continue the trend and thank you!”* Daffa Diop.

So far, 18 departments at Merck utilize the Interview?! tool on a regular basis and other Companies of the Merck Group consider to set-up their own local survey(s).



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