

Advanta Implements Modern Survey's m/exit

The Client:

Advanta is one of the nation's largest credit card issuers (through Advanta Bank Corp.) in the small business market today. Advanta's exclusive focus on this market as well as its size, experience and commitment to developing meaningful product offerings and a high level of service tailored to the needs of small businesses, differentiates the company from other issuers. Founded in 1951, Advanta has long been an innovator in developing and introducing many of the marketing techniques that are common in the financial services industry today. Today, Advanta claims approximately 900 employees and annual revenues of over 500 million dollars. www.advanta.com

Business Situation:

Advanta came to Modern Survey to improve their employee retention management. Advanta wanted to know why people leave the company, and expressed an interest in developing a system that would help manage the entire transitional process and enable them to gather critical information from a departing employee before an exit interview took place. Additionally, Advanta had a number of specific requirements they wanted to ensure the system could provide, including collecting demographic info on survey participants, granting access to individual responses, and aggregating data for reporting.

Solution:

Modern Survey suggested the implementation of the m/exit tool to help Advanta manage the transition process. This tool was employed to administer a pre-exit interview survey helping Advanta capture raw data from departing employees, including detailed specifics and demographic information. Granting human resources exit interviewers access to individual responses, Advanta was able to boost the efficiency of the interview process, allowing interviewers to focus on the issues of concern particular to each employee.

Harnessing the power of m/exit, Modern Survey worked with Advanta to design an employee departure system that has helped them capture valuable information from departing employees, aggregate and sort the data, and report the results to uncover employee dissatisfaction trends, ultimately giving Advanta a better understanding of why employees depart, and what they can do to minimize attrition and maximize their employees' performance.

About Modern Survey:

In less than a decade, Modern Survey has evolved into an online survey market industry leader, providing a robust suite of proprietary technologies combined with an array of consultative services that help our clients manage talent throughout the employee lifecycle, measure and evaluate customer satisfaction and gain insight into changing markets. Modern Survey products and services have spanned 100 countries on six continents in over 30 languages. In 2007, Modern Survey received over one million web survey responses and generated tens of thousands of advanced reports. Through direct and partner channels, Modern Survey's tools and services have reached more than 500 companies, over 80 of which are among the Fortune 500. For more information, please visit www.modernsurvey.com