



CASE STUDY:

Yettel.

How YETTEL, Europe's Leading
Telco, Kept Their Engagement
High During a COVID Crisis

About Yettel (formerly Telenor)

Yettel is one of Europe's leading providers of tele, data & media communication services, connecting customers across Hungary, Bulgaria & Serbia. With over 4 000 employees, Yettel has been delivering the best quality network & superior customer experience to over 10 million clients.



The Challenge

The first COVID-19 pandemic wave forced Yettel, just like many other businesses, to deploy a full-scale remote operating model practically overnight. Putting their people in completely new ways of working during a time of crisis, Yettel leadership was well aware that they might lose the daily touch & feel of the already stressed & rattled workforce.

The Solution

To stay on top of the crisis, and to be able to respond to any developments immediately, Yettel needed real-time data & insights into many aspects of the circumstances, including crisis management, and remote working. At the same time, they did not want to put any burden on their employees with cumbersome surveys.

By choosing LutherOne's **continuous listening solution**, they could get all that and more. Thanks to smart question distribution (distributing and rotating over 100 customizable questions), Yettel could map dozens of crucial areas with just 6 questions a week per employee.

With real-time dashboards, predictions & personalized recommendations, they could see that they were much closer to the actual root causes behind employee engagement shifts right after the very first survey run.

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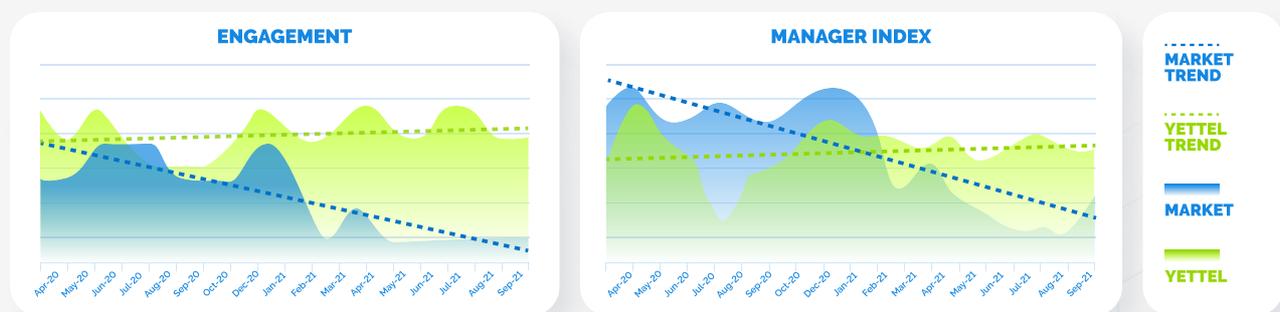


*"The big advantage of **LutherOne** is thus their real-time interactive & self-service dashboards that allow for immediate insight, easy trend tracking and comparing engagement levels of different organizational units with very user-friendly cross-tabs & filtering..."*, said **Bratinka Zsolt**, Senior Organization Development Consultant at **Yettel**.

Results

Tracking trends and seeing the impacts of their decisions immediately helped Yettel's managers & leadership understand how better manage the situation. "In such a crisis, you cannot wait weeks after the survey for results. The big advantage of LutherOne is thus their real-time interactive & self-service dashboards that allow for immediate insight, easy trend tracking and comparing engagement levels of different organizational units with very user-friendly cross-tabs & filtering," said Bratinka Zsolt, Senior Organization Development Consultant at Yettel.

Opening a dialogue based on the results, and due to Yettel's proactive approach, they could keep their engagement levels at the top level throughout the crisis while uncovering some long underlying issues. "In some specific cases, the survey even indicated some serious line manager problems, giving us data and grounds to act accordingly," added Bratinka Zsolt.



Overall, the survey improved the intra-company feedback culture and laid the groundwork for many improvement initiatives.

"*People first* is one of our main strategy pillars. Obviously, active management of employee engagement is a prerequisite for the successful delivery of this philosophy. Given the market fight for talent that is increasing by the day, we need to be competitive. That requires having a deep & continuous understanding of the drivers of employee engagement even outside of the crisis. The flexibility of LutherOne's solution allowed us to switch to a monthly frequency with 16 questions, embedding this user-friendly & useful tool into our everyday operations."



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