

# Sustainability that pays off.

## 9,836 votes for the future



In teambuilding exercises a clear and targeted communication is promoted

**A complete success that is paving the way for the future: the Kärcher Employee Survey 2017 met with an excellent response and provided important insights: What do the people at Kärcher think of their employer? What is going well, and where is there potential for improvement? Company management asked and the company responded – with the employees being keen to get involved.**

What do you do if you want to reach 12,000 employees spread around the world all at once? First you think things through in detail – and then work out a procedure that takes all contingencies into consideration. This task is assumed in advance of the Kärcher Employee Survey by the team of Christoph Pajonk, Director International HR & Culture Excellence: the questionnaires must be translated

into 30 languages. For sending out the access link by e-mail, the various time zones play a decisive role, and in cases where the questionnaires are sent out by post, a three-week period should be planned to compensate for any possible delays at customs.

And indeed, the questions from the entire Kärcher world were available punctually at the start of the survey. Now they just needed answering – and that's what happened: 9,836 employees stated their views. "A complete success" says Christoph Pajonk, also in view of the fact that the worldwide survey of Kärcher employees is a première: "For the first time in the company's history, we have surveyed all the employees in the Kärcher Group at the same time. The response rate of 86 per cent shows that we reached our employees around the world – and that our results are accordingly meaningful.

The employee survey showed what is already being done well in the company, and what still needs working on: the Kärcher employees all around the world are happy working for the

# KÄRCHER

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cleaning specialist and identify very strongly with the company. However, there is the need for improvement, for example, in the cooperation across departments and internationally. The measures introduced include the first Employee World Meeting, which was held at the beginning of 2018 and was a great success. At this meeting, participants developed possibilities for improving international cooperation at Kärcher.

The worldwide employee survey and the Employee World Meeting are important milestones in the further development of Kärcher corporate culture, which started in 2014. Winning the Corporate Culture Award 2018 proved the success of this initiative.

### Facts:

- The response rate of the survey was an impressive 86 %
- 85 % of Kärcher employees are committed to sustainability
- Kärcher received the Corporate Culture Award in 2018

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