

CASE STUDY

# Egon Zehnder democratizes research approach to uncover diversity & inclusion insights for global client



Remesh allowed us to actually target one affinity group that we couldn't previously target based on the results of our quantitative study alone.

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## ABOUT

Egon Zehnder needed to capture honest feedback from female employees at a global corporation about diversity and inclusion within the organization.

## REPEATABLE SOLUTIONS



Deeper Employee Understanding



Actionable Insights



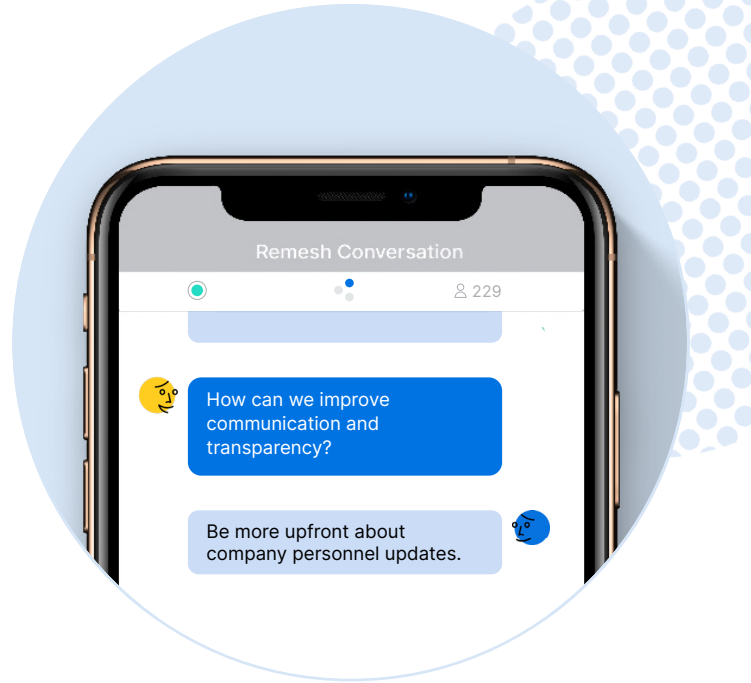
Qualitative Insights at Scale

## Context

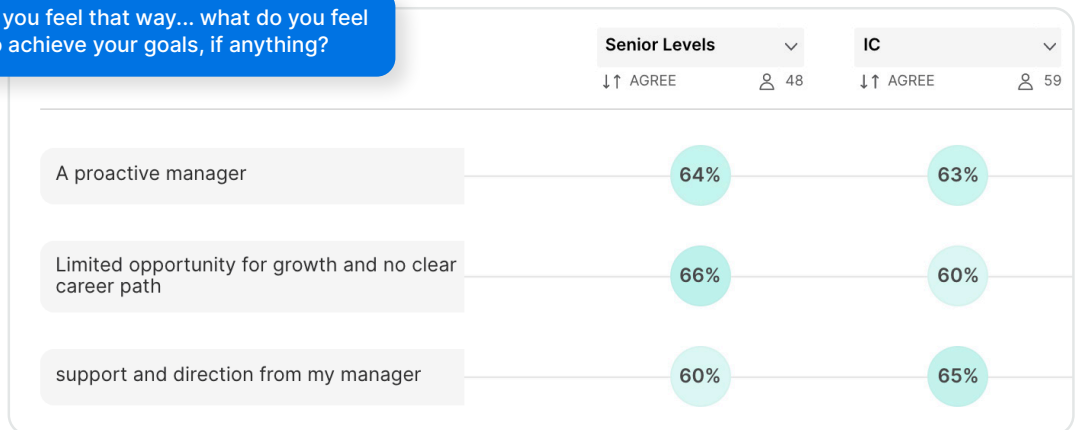
After identifying a critical need to explore the female employee experience, Egon Zehnder wanted to help their client run a series of digital conversations with women at the company. Because past quantitative data uncovered a potentially urgent problem among female employees at this global business, Egon Zehnder needed a research methodology that could deliver qualitative insights quickly and at scale. Importantly, Egon Zehnder also needed a methodology that could engage participants and stakeholders globally without exhausting resources or bandwidth.

## Approach

Egon Zehnder proposed Remesh, an artificial intelligence-powered online focus group that delivers qualitative results at a quantitative scale, as a solution. Participants in the platform remained anonymous, ensuring that women at the global company felt empowered to share honest feedback. Previously, Egon Zehnder utilized in-person focus groups that took weeks to conduct and faced engagement challenges across global time zones. In three 60-minute Remesh conversations with 229 total participants, Egon Zehnder pulled valuable insights from participants across nine countries in hours instead of weeks.



Please tell us why you feel that way... what do you feel you would need to achieve your goals, if anything?



## Outcome

As a result of running a Remesh session, Egon Zehnder delivered actionable insights to their client around diversity and inclusion within their target segment. The majority of participants indicated that they found the company “average” in terms of diversity and inclusion initiatives, and participants raised concerns about being free to “express themselves” and a “lack of resources” from a largely male “boy’s club” leadership.

Utilizing Remesh’s segmentation analysis tools, Egon Zehnder identified a major pipeline problem for their client: only 47% of women in positions of leadership indicated that they would be likely to remain at the company long term. Among the reasons cited for this lack of confidence in remaining at the company were high turnover rates on teams and the feeling of having reached the “proverbial glass ceiling.”