



Name of your organization: Giant Tiger

How do you use the People Insights Platform today?

Giant Tiger uses the platform for our annual employee engagement survey.

Please share your EX Impact story. Detail your challenge, solution, and impact.

Prior to our partnership with Perceptyx, Giant Tiger had never run an employee engagement survey. When it came to the "people plan" the Company had very few KPIs to assess performance and drive strategy.

Giant Tiger elected to put in place an annual employee engagement survey for its population. It's now a key event. The data and insights the Company receives helps the Company in two main ways. Firstly, it sets the agenda. The data helps the Company determine what strategic initiatives it needs to undertake in order to improve. A great example of this is the Company benefit program. The first year Giant Tiger ran the survey, "The benefit program meets me and my families needs" was one of the lowest scoring items. I'm happy to say that spurred some action! The Company collected more detailed feedback from focus groups and effective August 1, 2024 the Company will be rolling out a revised benefit program.

Secondly, the data is used to continually improve the effectiveness of people plans and priorities. If we've recently updated or changed something, seeing how survey data changes (hopefully in a positive direction) year over year validates the team's efforts (or it draws our attention that we may need to go back and rethink a few things if we see a negative slip in the data.) I'm excited to see how our benefit items score in future years.

All this to say, having data to support people programs and plans, has really been a transformative undertaking for the Company. Engagement used to just be a buzz word at Giant Tiger, but now it's a tangible and quantitative metric that employees, at all levels, value and strive to improve.