

“One Year On from the Merger” – Penguin Random House Merger Research

Objective

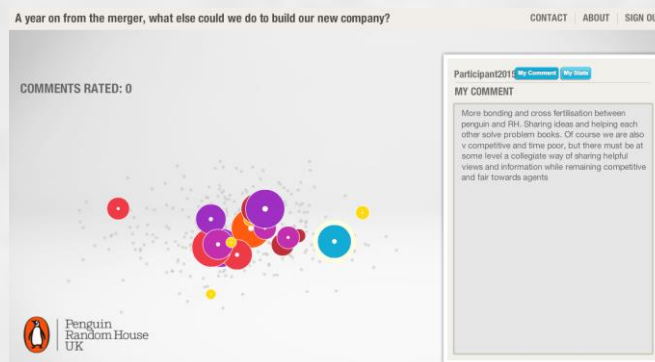
To assess how employees feel about the merger and crowdsource employee suggestions on how best to build the new company.

Background

In 2012 it was announced that Random House and Penguin, two of the world’s biggest publishing companies were to merge. Formed on July 1, 2013 Penguin Random House is the world’s first truly global trade book publisher, with over 10,000 employees across five continents, Penguin Random House wanted to find out how their people had found the implications and practicalities of the merger, one year on.

Opinion Space

This technology allows an open dialogue between participants to crowdsource the best comments and suggestions. Opinion Space is unique in this way as it instantly visualises the spread of opinion and allows for the best comments and themes to bubble up. When combined with text analysis, Penguin Random House could quickly harness the wisdom of the crowd and begin planning changes to improve the new company.



The Results

Opinion Space was well received and provided insight into what the company needed to do to improve integration. Notably there was extremely high rating behaviour from the participants - with the average person rating over 40 comments this was an indication of employee’s positive engagement with and interest in the tool and the topic.

Metrics relating to employee’s attitudes towards the merger were obtained as well as validated suggestions for action. The results from the text analysis revealed key themes in the discussion that resonated employees. Overall, the findings provided Penguin Random House with a crowdsourced selection of community rated and approved suggestions for how they can build the new company in the future.