



CASE STUDY

How SeQuel Response Improved Communication & Transformed Employee Experience

The Challenge

SeQuel Response partnered with RallyBright at exactly the right time, a fortuitous collaboration prompted by a timely email from RallyBright CEO John Estafanous. SeQuel Response had grown rapidly, and though the team was still small, more than two-thirds of employees had worked at the company less than five years. SeQuel Response had planned to run an internal employee pulse survey, but the tools and opportunity presented by RallyBright provided a much more robust solution for its needs.

The initial RallyBright assessment revealed some surprising opportunities for improvement. "Our communication, especially across departments, was not as strong as we originally thought," said the company's VP of Operations. "People that we thought were outliers were actually representative of their departments. Things were not as rosy as we thought they were."

Across the board, SeQuel Response found that there was a much wider range of experiences and feelings than the leadership team had expected.

The Opportunity

Using the Resilient Teams assessment as a guide, SeQuel Response immediately identified areas to target. "Because of how RallyBright asks questions and lets you filter the responses, we were able to hone in on the issues we wanted to focus on," said one leader.

One such focus was improving internal communication. The assessment revealed that employees themselves had ideas for how to strengthen communication and were motivated to do so. This was a huge benefit to the management team, which then leveraged employees' support to resolve the communication challenges.

In addition to this improvement, SeQuel Response used RallyBright's tools to selectively approach other problem areas like stress levels, conflict, and workload.

About RallyBright Resilient Teams™

The RallyBright Resilient Teams assessment measures a team's Direction, Connection, Alignment, Performance and Attitude, which together comprise its resilience. The assessment benchmarks these scores across a 600-organization database of high-performing teams, diagnosing challenges and highlighting areas for improvement.



Direction



Connection



Alignment



Performance



Attitude

SEQUEL RESPONSE

“We had a fair amount of work to do related to alignment and connection, which we hadn't previously identified in those terms. Once we saw the feedback, we went to work in a variety of ways to help enhance employees' experiences in these areas.”

Jay Carroll

Co-founder and CEO
SeQuel Response

About Sequel Response

SeQuel Response is a direct response advertising agency for growth-oriented consumer brands looking to launch and rapidly scale their direct mail and digital marketing campaigns.

Founded
2010

Headquarters
Eden Prairie, MN

Industry
Sales & Marketing

Size
<50 employees

“ [Burnout] scores have also improved over time. I believe this is in direct relationship to being able to communicate better and achieve goals as a team. ”

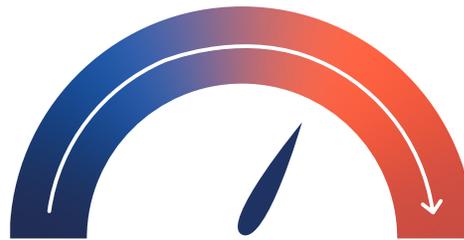
**Senior Manager,
SeQuel Response**

The Results

Team Improvements

Subsequent surveys showed the impact these efforts had on the SeQuel Response team: overall satisfaction improved across the company, and there was improvement in every measurable area. Most dramatically, the Team Promoter Score rose from 30 to 73 – a whopping 143 percent improvement.

The SeQuel Response team had already advanced to a Performing Team, with aspirations of becoming Resilient by the next assessment.



Alignment
+13 points

Connection
+14 points

Team Promoter Score
+143%

**Largest team score gains between August 2018 and September 2020 assessments*

Organizational Impact

The RallyBright Teams platform helped SeQuel Response:



Identify areas where improvement was needed to avert crisis



Boost intra-team psychological safety



Discover and address problems with the organizational culture



Recognize, appreciate and protect its exceptional qualities



Give its employees an anonymous place to provide feedback



Strengthen company-wide working dynamics



Improve employee satisfaction and retention



Uncover and address feelings of burnout, work stress and isolation



“ The initial survey was a humbling eye-opener for the management team as it was the first time we had a candid view of exactly how our team was feeling and thinking. Once the cards were on the table, our employees saw how committed we were to improving the culture, and knowing we took this input very seriously led to greater employee satisfaction. ”

Jay Carroll

Co-founder and CEO, SeQuel Response