

## FROM AN EMPLOYEES' CONCEPT OF SATISFACTION TO THE CONSTRUCTION OF A MEASUREMENT (II)

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**Abstract:** *The BSI (baromètre satisfaction interne = employees satisfaction barometer) is a monthly enquiry, connected to the EFQM, to the PFQ and to the 2000 version of ISO 9000, carried out by persons specialised in human resources, on a representative sampling of the personnel and realised over a number of years. This paper analyses the use of BSI, which is a modular and proven tool, easy and fast to put into place which favours observation, measurement and prospecting. It permits an employees' satisfaction measurement to be made in numerous companies in the field of Quality or Total Quality Management where this aspect is today often missing. Constructed with scientific rigour, respecting sociological rules, it reflects in an objective and precise way, the opinions of the personnel, and especially it quantifies these opinions on the basis of a human science methodology.*

*Management can thus use the results to establish a system of hierarchy among the problems and determine which of them must be solved first. It also offers the possibility of developing a social benchmarking permitting a comparison to be made with respect to other units of the group and other companies.*

*The second part of this paper presents the use of BSI in a big international group of a high risk industry. The BSI questionnaire and the methodology used are presented in detail. The authors conclude that the BSI expresses management's wish to promote social dialogue in order to optimise performance. It is a means of listening to the voice of the employees, of better understanding their motivations and relationships with the management, to verify their comprehension and their sharing of the stakes in order to work more efficiently. It valorises and permits the development of their involvement and contribution.*

**Keywords:** *BSI, TQM, employees' satisfaction measurement, social benchmarking.*