



Premier Financial Corp.

Banking on Success: Premier Financial Corp. Empowers Growth and Engagement with DecisionWise



Premier Financial Corp. is a community banking and financial services corporation headquartered in Defiance, Ohio. In 2021, the company faced a significant challenge during its merger process with Peoples Bank. Recognizing the potential cultural impacts and the need for a comprehensive understanding of its workforce's sentiments, Premier Financial sought an external survey to evaluate employee engagement.

Why Partner with an External Firm?

Premier Financial Corp. had a few reasons for choosing to partner with an external firm to conduct its employee engagement survey. First, the company wanted to ensure that the survey was designed and administered by experts in the field. Second, Premier Financial wanted to get unbiased feedback from its employees. Third, the company wanted to be able to compare its results to those of other organizations.



About Premier Financial Corp.

<https://www.premierfincorp.com/>

Industry

Community Banking/Financial Services

Locations

Defiance, OH

Solutions used

Employee Engagement Survey



DecisionWise's Seamless Solution

DecisionWise was the clear choice for Premier Financial Corp. The firm had a proven track record of conducting employee engagement surveys, and its solutions were designed to be both efficient and effective. DecisionWise also offered a high level of responsiveness and flexibility, which was important to Premier Financial Corp. as the company was in the middle of a merger. The ease of partnership and DecisionWise's commitment to delivering results promptly cemented their position as the preferred choice.

A Superb Experience, Smooth and Insightful

Premier Financial Corp.'s experience with DecisionWise surpassed its expectations. The entire process, from survey administration to data analysis, was smooth, easy, and adaptable to the company's unique needs. The analysis part, a significant pain point for Premier Financial in the past, was a valuable resource as DecisionWise provided comprehensive manager reports and an intuitive results dashboard. The speed at which results were delivered further impressed the leadership team at Premier Financial, enabling them to act promptly on the gathered insights.

Empowering Action, Driving Results

DecisionWise's product and services addressed Premier Financial Corp.'s critical pain points effectively. DecisionWise's product and services effectively addressed Premier Financial Corp.'s critical pain points. Although Premier Financial had previously struggled with interpreting survey data, DecisionWise's manager reports and data analysis capabilities provided invaluable insights, making it easier for them to understand and work with the data. Armed with this knowledge, Premier Financial implemented two distinct action plans.

01

The Employer of Choice committee focused on addressing the lowest five scores, actively communicating their progress to the workforce year after year.

02

The Executive team created and executed action plans for their various lines of business, emphasizing their commitment to continuous improvement.

Outstanding Outcomes and High Participation

Premier Financial Corp.'s partnership with DecisionWise yielded exceptional results. With participation rates of 91%, 96%, and 98% consecutively across three years of running employee surveys, Premier Financial demonstrated a strong commitment to employee engagement. By leveraging DecisionWise's insights, the organization successfully implemented action plans that addressed key areas for improvement, enhancing its corporate culture and employee satisfaction.

Conclusion

Premier Financial Corp.'s collaboration with DecisionWise proved to be a resounding success, helping the organization navigate the challenges of a cultural merger and foster a thriving workforce. DecisionWise's seamless and insightful solutions empowered Premier Financial to make data-driven decisions, leading to tangible outcomes and a stronger company culture. As Premier Financial continues to evolve, its experience with DecisionWise stands as a testament to the value and effectiveness of the partnership.

Explore DecisionWise Products and Services



Employee Engagement
Surveys



Employee Lifecycle
Surveys



Spectiv by DecisionWise
for 360 Feedback

Trusted by Over 1000 Companies Worldwide



FedEx



UPMC
LIFE CHANGING MEDICINE



Seattle

niagara

SHARP

W
UNIVERSITY of
WASHINGTON

LOS
ANGELES
LGBT
CENTER

البنك التجاري
COMMERCIAL
BANK

MODEC



Avocados
Mexico
ALWAYS GOOD

kiva



BYU
BRIGHAM YOUNG
UNIVERSITY

R1

For more information email us at info@decisionwise.com