81 Kantar Worldpanel

Market research

TOP SCORES	
Leadership	52nd
Wellbeing	54th
Personal Growth	71st
Male/female ratio	49:51
Average age	33
Staff turnover	12%
Earning £35,000+	34%

FROM THEIR FIRST day on the job, Kantar Worldpanel employees rate Tim Kidd, their bright, engaged, caring managing director. He gets to know all of his 534 staff by name and his employees have a great deal of faith in him, awarding this aspect of his leadership an 80% positive score.

They feel inspired by Kidd and, more broadly, have great confidence in the leadership skills of the senior management team of this market research agency (both 76%).

Staff are also confident of their bosses' tea-making and bird-watching skills, lining up to place bids in the Christmas "auction of promises" to win the chance to be served tea by Kidd every morning for a week or venture out to spot rare puffins with director Paul Quick.

In the past year, the festive season auction raised £3,045 for Unicef, the company's nominated charity, and Kantar encourages other good causes (82%). All employees are entitled to two days' leave to undertake voluntary work and a dedicated team, Kwill (Kantar Worldpanel in local life) was launched in 2010. Its members have so far supported causes near the west London offices including Bag2School, which fund-raises by means of collecting unwanted textiles, the Ealing Soup Kitchen and Hillingdon Food Bank.

Employees think the company puts a lot back into the local community (60%) and has a strong social conscience (77%). Sara Alcalde, who volunteers with the Kantar Unicef team, says: "It is very rewarding because you are more aware of how the money is really used. People get really engaged and enthusiastic."

Kantar specialises in analysing consumer behaviour across more than 30,000 households in Britain, as well as in 35 countries worldwide. So when it comes to pay and perks, staff are treated as consumers and use a bespoke benefits portal, entitled Complements. Its implementation has resulted in a 20% increase in the take-up of the flexible benefits on offer at the company, and 27% more staff members have signed up for the pension scheme. Individuals can manage their annual leave by buying or selling up to five days a year, and can take unpaid leave or sabbaticals.

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