

How market research helps Portakabin to remain at the cutting edge

Secondary research at Portakabin

Secondary research has helped *Portakabin* to create new products that ensure a productive and engaged workforce. This gives them a competitive edge. The company used the results of a recent Gallup Management Journal survey of U.S. employees to help them to design and produce two new buildings called the *Ultima Vision* building and the *Portakabin Solus* building.

Using secondary research

1	Engaged employees work with passion and feel a profound connection to their company. They drive innovation and move the organisation forward.	31%
2	Not-engaged employees are essentially 'checked out'. They sleepwalk through their workday putting time, but not energy or passion, into their work.	52%
3	Actively disengaged employees aren't just unhappy at work – they're busy acting out their unhappiness. Every day these workers undermine what their engaged co-workers accomplish.	17%

The survey looked at which aspects of the work environment had most impact on improving employee performance. It produced data on how employees reacted to their working environment and found three types of employee.

Secondary research has reported that 66% of British workers feel the quality of the working environment is important.

The Gallup survey also reported that:

- \* 28% of people were unable to see outdoors from their work space - these employees are 86% more likely to be unhappy and disengaged at work
- \* 23% felt that the work area temperature was uncomfortable – these employees are only half as likely to be 'engaged'
- \* 33% said that noise disturbed their work – these employees are four times more likely to be disengaged.

Other secondary research has reported that 66% of British workers feel the quality of the working environment is important. Employees stated that this is one of the most important factors in providing job satisfaction and career contentment. It suggests that natural lighting influences human performance in the work environment.



The study further suggests that it is more satisfying to work in a modular or portable building that has the appearance of

being permanent. This is very important for *Portakabin* to know and respond to.

The conclusion from this research is that improvements to the natural lighting and the interior and exterior appearance of the workspace can increase employee satisfaction and business productivity.

This type of quantitative data has provided an opportunity for *Portakabin* to design solutions to clients' needs. It has consequently provided buildings that contribute to a happier and more productive workforce.