

 **FERGUSON**

ETHNOGRAPHY STUDY

GOALS

- Validate survey findings, fill information gaps and create richer information about our associates' communication habits.
- Better define our various audiences within Ferguson and develop personas for the various job titles capturing their habits, sentiments and motivators.
- Determine channels, timing, etc. that are most effective in delivering company-related information.

PROFILE CATEGORY EXAMPLES

- Frontline:
 - Outside Sales
 - Counter
 - Showroom
- Secondary frontline:
 - Inside Sales
 - Category Sales
- Offline (non-wired)
 - Warehouse associate
 - Delivery driver/specialist
 - Fabricator
- Middle Manager
 - Branch
 - Sales
 - Counter
 - Showroom

ETHNOGRAPHY SHADOWING & QUESTIONNAIRE

- Observe the associate's workspace
- What is the first/last thing you do when you get to the office?
- What types of work-issued devices do you use most regularly?
- Once you log-on to your computer, where is the first place you go?
- How much time do you spend at your desk / on the road?
- How often do you meet with your manager?
- What programs do you use?
- How many times do you check your email each day?
- When you get an email from corporate, what do you do with it?
- What compels you most to open an email?
- Does the sender, subject line, email banner, etc. factor into your decision to open an email?

PROCESS

- Each communications team member was responsible for conducting at least 3 in-person studies.
- We trained the communications team and provided a tip sheet for before, during and after the visit.
- Tabulated and analyzed data in-house.
- Challenge:
 - Sample size was rather small (about 7-10 per persona)

 **FERGUSON**