

Sumitomo Mitsui Banking Corporation

Atrae, Inc.

Introducing “wevox” (engagement survey platform) throughout SMBC

February 27, 2020

TOKYO, February 27, 2020 --- Sumitomo Mitsui Banking Corporation (President and CEO Makoto Takashima; hereinafter “SMBC”) has decided to adopt “wevox,” an engagement survey platform for organizational improvement provided by Atrae, Inc. (Representative Director Yoshihide Arai; hereinafter “Atrae”), for extensive use throughout the bank. This represents the largest implementation of “wevox” to date.



SUMITOMO MITSUI
BANKING CORPORATION

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:Atrae

As a part of its efforts to enhance Employee Engagement (*1) throughout the bank, SMBC is going to introduce pulse survey (the “Survey”) (i.e. simple questionnaire survey to be conducted once a month) using wevox, which is a service to improve the organization by the initiative of each department, through visualizing and analyzing the Employee Engagement level and promptly identifying the organizational issues for respective departments. All employees of the domestic offices of the bank will be covered by the Survey (about 28,000 employees). The coverage of the Survey will be expanded to include the overseas offices of the bank on a phased basis thereafter.

(*1) Employee Engagement: An indicator measuring the condition on whether employees work with vigor and motivation with a sense of active contribution toward the organization and work.

As an active partner, Atrae will help SMBC enhance its Employee Engagement, not only through providing the wevox service but also through providing advice for its organizational improvement and training support for the managers and employees.

■ Comment by Prof. Akihito Shimazu of Keio University (supervisor of wevox)

Work Engagement (*2) is a key term that enables compatibility between “health promotion” and “productivity improvement.” It is also adopted as an evaluation indicator for the “Certified Health & Productivity Management Organization Recognition Program” by the Ministry of Economy, Trade and Industry of Japan. In Europe, the term “Work Engagement” has been used as an indicator of work motivation and workplace vitalization for workers, since the Labor Condition Survey conducted in 2015. As such, the materiality of the term is well recognized internationally.

“wevox” can be used for effective organizational development or human resources development, through quantitative assessment of Work Engagement and its related elements. It is expected that the concept of Work Engagement will widely spread and that organizational and human resources development will be pursued based on the quantitative data concerning Work Engagement and its related elements in many Japanese companies from now, just as with SMBC.

(*2) Work Engagement: Academic term indicating a positive and fulfilling state of mind for work

■ About wevox

“wevox” represents an engagement survey service that has been developed under the supervision of Prof. Akihito Shimazu of Keio University, the front-runner in Japan’s engagement research. The questionnaire can be answered in about three minutes via various devices such as smart phones, supported by its unique UI design that enables a burden-free interaction. The questionnaire results are automatically tabulated on a real-time basis. The gathered data will be put subject analysis together with other accumulated big data, and the analysis will identify the features and trends specific to the organization as well as the issues to be addressed.

“wevox” has already been widely adopted not only in the business field but also in other areas (e.g. sports; education). More specifically, over 1,200 entities have adopted “wevox” so far, with the cumulative number of completed and collected questionnaires being more than 15 million.

Please refer to its service page: <https://wevox.io/>



Run a "kaizen" cycle for the organization, starting from an engagement survey.

■ About Atræ, Inc.

A “People Tech” (*3) company, whose corporate vision is: “Create a company which attracts people around the world.” Atræ is focused on the creation of an organization with business lines that all employees of the company can be proud of.

(*3) People Tech: A term coined by Atræ to embody their goal: “We will create a variety of business lines that help augment the potentiality of people through technology.”