

## Know what your employees need thanks to teamecho: Do it like **MIC**



Growth is a key focus for the software company MIC Datenverarbeitung GmbH: Geographically, in terms of revenue, and in terms of employee numbers, the trend has been steep in recent years. The most important task is to attract new talent and retain them—as well as long-standing employees—within the company.

It's no secret that potential applicants rely on online reviews on kununu and other platforms. Within three years, MIC has managed to raise its kununu score to an above-average industry level. How? We'll tell you here.



(Source:  
[kununu.com](https://kununu.com))

## Continuously improve for your team: In 3 steps

### 1 – Open communication channels

As the team grows, the ways in which people can communicate with each other change.

This was also the case at MIC. MIC wanted to maintain flat hierarchies and a culture of mutual respect and address.

Personal interaction remains the number one choice at MIC. However, once companies reached a certain size, it became important to offer a second communication channel.

The addition: An anonymous feedback tool that can regularly, effortlessly, and with an intelligent question algorithm, reflect the mood in all teams.

Whether due to time constraints, remote work, or because more courage to be open anonymously is possible, MIC uses a digital tool to reach out to all of its employees equally.

MIC has been using teamecho since 2021, not only strengthening its feedback culture but also continuously gaining insight into the mood of its teams. Since then, MIC has been able to monitor the mood KPIs in its departments via the dashboard and heatmap.



We have a very strong informal culture and flat hierarchies all the way up to the managing director. This, of course, makes it more pleasant and creates a great working environment.

Anna Schuster, HR-Manager, MIC

**2 – Keep the feedback channel open in both directions**

Not only do employees comment on topics that are important to them in teamecho, but managers also ask questions and provide feedback. Appreciation is expressed not only in the tone of communication, but also in the fact that every piece of feedback is heard.



People notice that the comments are taken seriously. At teamecho, it's not just about the comments themselves, but about the overall mood. For us, it's very important that we receive feedback and act on it.

Anna Schuster, HR-Manager, MIC

In the steering meeting, the team leaders discuss the teamecho results: Positive and negative topics are brainstormed together. Ideas from the teams are juggled. Is everything clear? Has everyone understood everything? Or do we need to ask for more details?



That's always the tip we give our team leaders: Ask questions, ask for examples.

Anna Schuster, HR-Manager, MIC

**3 – Derive measures regularly**

MIC reviews its catalog of measures monthly to keep track of what has already been improved and what might still take a bit longer. Important: Always keep everyone informed and up-to-date on the status quo!

The latest teamecho results and news are communicated to everyone on the intranet and during the monthly "morning coffee" meeting with management. MIC also makes the teamecho results visible to everyone at all times – for maximum transparency.

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The results are presented, and then we look at what measures we're taking. This way, employees are constantly informed that something is happening. And we provide a reason if we can't implement something right now.

Anna Schuster, HR-Manager, MIC

Just listen. Just ask. Just care.

With this principle, MIC gains a lot of sympathy points from its teams. Topics can now be addressed specifically – enabling MIC to continuously improve.

This is also reflected in the kununu reviews. Another side effect: Employees recruit other employees, all on their own. MIC's US offices are already benefiting from this second feedback channel.



Quick wins for a better mood at MIC:

- Noise Cancelling Headphones
- Muesli bar for breakfast



## For a better together.

How satisfied, committed, and motivated is your team really? The best way to find out is to simply ask. Continuously, automatically, and anonymously. With teamecho's digital mood barometer.

teamecho gives employees a strong voice and managers a basis for decision-making. This allows you to work together to create a better working environment. This is reflected in the reviews on kununu and other social media platforms.

Any questions? Just ask!



We'd be happy to provide you with a personal, non-binding consultation. Our feedback expert, David, looks forward to speaking with you.

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