

Ipsos Australia Opens Employee Experience Practice

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Ipsos Australia has launched its Employee Experience Research and Advisory practice, following the recent acquisition of Big Village Australia.

Last month, Ipsos announced the acquisition of the Insights business of Big Village Australia, including expertise in public sector research, employee research and customer experience. The new Employee Experience Research and Advisory practice will be led by Big Village's former Director, Insights Wendy McInnes, as Director of Employee Experience; and Research Director Colin Ireland, who was previously Director, Winning Workplaces at Big Village.



The practice's dedicated team of employee research specialists, and survey platform developers, led by Director, XM Technology, Matthew Pickett (formerly AD, Technology at Big Village), has been delivering large and complex employee experience programs across the region for more than a decade. This team will now focus on helping Ipsos' clients create 'high performing and innovative workplaces that are future fit'.

Simon Wake, CEO Ipsos Australia, comments: 'Wendy, Matt and Colin's credentials are impeccable, with more than 30 years' experience in advising both government and commercial clients on data-led employee insights, driving employee engagement and performance.'

Web site: www.ipsos.com .