

# THE E.W. SCRIPPS COMPANY

Learn how Scripps increased their survey completion rate by 50% and turned internal mobility into a retention strategy by choosing Retensa.

## CLIENT



The E.W. Scripps Company

## COUNTRY

United States

## INDUSTRY

Broadcast Media



## HIGHLIGHTS

- Increased survey completions by 50%.
- Identified early turnover trends.
- Improved retention via internal mobility.
- Enhanced Employee Value Proposition with work-life insights.
- Aligned survey themes for targeted action.

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*Seeing the increase in survey completion rate was super significant for us; it's helped us focus on opportunities to align people with the company strategy and direction.*

— Andy Pirruccello,  
Sr. Director of Employee Experience, E.W. Scripps

As one of the nation's largest and most trusted local broadcasters, the E.W. Scripps Company delivers impactful journalism to 41 markets, strengthening communities through the power of television.

## SITUATION

With over 5,000 employees in its broadcasting division, Scripps understands the high cost of losing great talent. To address this challenge, the company set out to uncover the root causes of turnover by focusing on five key objectives:

1. Understand why employees join and leave the company.
2. Identify when in the employee lifecycle separations occur, and why.
3. Uncover the hidden costs of turnover.
4. Develop a predictive, preventative approach to retention.
5. Promote internal mobility as a retention strategy.

Andy Pirruccello, Sr. Director of Employee Experience at Scripps, set out to improve the company's 40% exit survey completion rate and gain deeper insights into why employees were leaving or moving through internal transfers. He needed a solution that was quick to implement, user-friendly, and grounded in proven retention strategies.

## SOLUTION

Scripps partnered with Retensa to launch a comprehensive exit and transfer feedback program. *"We liked that Retensa has a point of view on what an Exit Interview should look like, and that they brought expertise,"* says Andy.

Surveys were tailored to match Scripps' culture and taxonomy and were delivered through multiple channels. Retensa gathered feedback from former employees to build benchmark data, giving Scripps a foundation to track future trends.

Key Features Included:

- **Custom Transfer Surveys and Exit Interviews:** Tailored to capture feedback from both departing and transferring employees.
- **Multi-channel Delivery:** Increased accessibility and response rates via email, SMS, and live voice.
- **Deeper Insights:** Live interviews revealed nuanced employee sentiment.
- **Advanced Reporting:** Scripps gained the ability to analyze feedback by division, department, title, tenure, race, age, and gender.

## RESULTS:

The impact was immediate and measurable:

- **Survey Completion Rate** jumped from 44% to 66%, a 50% increase.
- **Deeper Insights into Turnover:** Scripps discovered that the highest turnover occurred within the first two years of employment, allowing them to focus on increasing engagement during this critical tenure period.
- **Internal Mobility as a Retention Lever:** Transfer surveys now support a culture of internal career advancement, enabling Scripps to actively leverage internal moves as a strategy to retain talent.
- **Work-Life Balance Insights:** New survey questions are helping to refine Scripps' Employee Value Proposition (EVP).
- **Strategic Alignment Across Surveys:** Comparing themes across exit, transfer, and engagement surveys enabled targeted improvements.

*"Seeing the increase in survey completion rate was super significant for us; it's helped us focus on opportunities to align people with the company strategy and direction," says Andy.*

As Scripps looks to the future, Andy and his team continue to track trends and apply the learning from Retensa's exit interviews and transfer surveys. *"We've really shifted to being more proactive and building an action plan based on data. We've been able to look at themes and trends from exits alongside our other employee pulse program data and we're finding a lot of carryovers from one to the other, which will make us more confident in any actions that we choose to take in the future."*

## WANT RESULTS LIKE THIS?

Contact the world's leading employee retention experts today. Call +1 (212) 545-1280 or [request a meeting now](#) to reduce turnover sooner.

*“ Having trending data from engagement surveys has enabled us to lean into internal mobility and invest more in our own talent. ”*



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