

How United Bank Built a Culture of Engagement From the Ground Up



Finance



3,000+

Number of Employees



59,112

Unique Data Points Collected



United States



84.3%

Participation Rate



Email

Survey Channels

The Challenges

- Lack of a unified system to scale engagement across a 3,000-strong workforce.
- Unstructured insights limited leadership’s ability to identify and act on engagement patterns.
- Prior survey efforts lacked proper anonymity, reducing employee trust and participation.
- Needed real-time visibility to help executive teams act swiftly on engagement priorities.

Before CultureMonkey

- Relied on fragmented, manual survey processes with no formal engagement infrastructure.
- Feedback lacked structure, limiting its influence on leadership decisions and planning.
- Leaders had no access to segmented insights across departments, locations, or roles.
- Encountered gaps in contextualizing results without financial industry benchmarks.

After CultureMonkey

- Streamlined disconnected survey processes into a unified platform built for scale and strategic clarity.
- Equipped teams with a tailored survey framework aligned with United Bank’s custom engagement drivers.
- Brought clarity to engagement scores and empowered action through insights from the People Science team.
- Built a foundation for continuous listening with Lifecycle Surveys across key employee stages.

Results

8+

Engagement Score

38+

eNPS

150+

Actionable Intelligent Insights

Top Performing Drivers



Employee Experience (8+)



Performance and Management (8+)



Development and Growth (8)



Executive Leadership (8)

“

CultureMonkey made it easy to automate our employee engagement surveys while still giving us the flexibility to customize them. Their real-time data analysis, combined with insights from the People Science team, helped us uncover key focus areas, align our strategy with industry benchmarks, and strengthen our leadership development efforts.

Mollie Mock Kaufman

Director of Talent Development & Training

”