



CLIENT STORY

How TINYPulse Empowers FCP Euro To Turn Feedback Into Action





FCP Euro, a Connecticut-based, family-owned e-commerce distributor of European car parts with over 350 employees, has been a TINYpulse client since 2019. The company leverages the full suite of TINYpulse solutions—including Engage for ongoing employee feedback, Cheers for Peers for recognition, Suggestions for anonymous input and the Wins Board for showcasing positive changes—to drive engagement, celebrate achievements and act on employee insights in real time.

The Ask

FCP Euro was looking to make real, measurable improvements in employee engagement. Specifically, they wanted a solution that allowed them to customize engagement survey questions and give managers the ability to analyze results in real time.

The Strategy

FCP Euro's engagement strategy is built on three key elements:

Leadership involvement and response to feedback

FCP Euro knows that success depends on leadership involvement and commitment to engagement activities. Leaders actively address feedback—noting the timeline for action, as well as why certain suggestions can't be implemented right away—and they regularly mention TINYpulse tools and upcoming surveys in town halls.

Manager empowerment

All managers receive training on the TINYpulse manager dashboard, which shows team-specific engagement data, allowing them to identify and address unique challenges on their teams. Managers are asked to pick one or two focus areas to enhance their team's morale and performance and integrate those into their goals.



Clear communication

To ensure maximum participation and set expectations, FCP Euro conducts a robust communication campaign prior to their annual Engagement Survey. Employees know when it's coming and why it's important to participate.



The Output

- **Engage** is used to send the annual **Engagement Survey**, which is the cornerstone of FCP Euro’s engagement strategy. After seven years of survey cycles, they’ve established an effective process where managers review their team’s results and work together to develop action plans based on the feedback. Engage also serves as a tool for collecting questions ahead of quarterly town halls, as well as gathering nominations for their annual core value awards.
- The **Cheers for Peers** tool has become integral to the organization’s ability to recognize and value employees’ contributions—boosting morale, enhancing job satisfaction and fostering a positive work environment. To keep recognition front and center, FCP Euro broadcasts a continuous Cheers for Peers feed on screens in the workplace.
- FCP Euro leverages **Suggestions** as an always available virtual suggestion box for ongoing, anonymous feedback beyond Engage surveys. It gives employees a safe, continuous way to share ideas, raise concerns and propose improvements anytime, sparking conversations that drive meaningful change and small actions with big impact.

- The **Wins Board (“Wall of Wins”)** helps celebrate positive workplace changes and employee suggestions by showcasing improvements made in response to feedback. It highlights both big and small wins, keeping employees informed, recognized and engaged.
- TINYpulse has also been key to welcoming new hires through **Onboard**, which delivers a series of four feedback surveys during their first 60 days of employment. This helps capture early impressions, identify potential friction points and ensure new employees feel supported as they integrate into the organization.



The Results

- FCP Euro strives for consistent, year-over-year improvement in engagement survey participation. In 2026, they achieved a **93% completion rate**, up 6% from 2025 and up 14% since 2024.
- FCP Euro's Engagement Index has also seen a **24% improvement** in one year—moving from a score of 3.79 in 2024 to 4.71 in 2025—showing direct correlation to leaders taking action on the feedback they receive. The Engagement Index measures the extent to which people are emotionally, cognitively, and behaviorally invested in their work.
- Usage of Cheers for Peers **jumped 200%** in the last year following a recognition campaign.
- The TINYpulse suite of tools has significantly influenced FCP Euro's people strategy, bringing culture to the front and center of their 2030 playbook. Data from surveys and tools has enabled the team to articulate for leadership how positive engagement numbers are linked to revenue and attrition, and how these ultimately impact business success.



“

Buy-in from leadership is so important. This really can't be something that's only driven by the HR team or the culture and engagement person. I always say: This isn't successful if it's my survey. It has to be our survey.”

Nicole Batista

FCP Euro Wellness Manager



TINYpulse by WebMD Health Services is the leading employee feedback and engagement solution, empowering companies around the world to measure and improve company culture, increase employee retention and enhance performance.

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