

## How Radio Shack Customized 20/20 Insight for Different Applications

RadioShack, a division of Tandy Corporation, is a retailer of consumer electronics products. With headquarters in Fort Worth, Texas, it has over 5,000 company owned and operated stores, with approximately 30,000 employees. RadioShack purchased the 20/20 Insight system based on the product's ease of use, flexibility and technical support. They projected widespread use of the program and found the pricing to be very cost-effective.

20/20 Insight was used in their leadership development program, and during the first year they collected feedback from over 2,700 participants. One group of subjects included 190 district sales managers. Convinced of the confidentiality of the feedback process, participants opened up with their comments and gave honest ratings. Most feedback recipients reported that the feedback was useful to their development.

RadioShack has also used 20/20 Insight for organizational surveys. One attitude survey, conducted in the advertising department, gathered input from more than 150 employees. A team of representatives from the department created the customized list of questions used in the survey. Managers reported that the information they received was extremely candid and useful. As a result, several changes in procedure were implemented.

Managers at RadioShack say that the positive experience of the first year stimulated even greater participation. They appreciate having a truly paperless feedback system.\*

\*Information provided by RadioShack.