

Amorepacific Internal Innovation Survey: Driving Change Through Employee Voice

Amorepacific is a global beauty leader with deep Asian roots, and we are continuing our journey of innovation as we merge traditional Korean beauty principles with scientific advancements. This midterm report describes the development and administration of an employee innovation survey focused on optimizing the experiences, collaboration, and innovation of the Product Development (R&D) and Data & Business Analytics departments.

The survey initiative was built upon three primary purposes. First, to assess how employees working in research and analytics experience their work environment, communications, and innovation process. Second, to identify bottlenecks, barriers, and opportunities for improvement regarding collaboration and data in product development. Third, to create actionable insights that leadership can act upon to enhance cross-functional integration and the innovation culture throughout the organization.

The aim of the survey initiative was to achieve three main goals. The survey participants were employees from a product development and data & business analytics team across various global locations. The approach adopted a mixed methods design, combining both quantitative, scaled questions and open-ended qualitative questions to identify measurable themes and contextual insights. The survey was created using Google Forms and distributed to participants via internal communication platforms such as Slack, Microsoft Teams, and Email. It was prepared in Korean, English, and Japanese, and was mobile-friendly to enhance inclusivity and accessibility. The survey was launched in the first week of implementation, with reminders sent on Day 3 and Day 6 to encourage responses and secure a high response rate.

The final survey was organized into three sections. First included overall company sentiment, satisfaction, recognition, understanding the company's vision, and additionally solicited insights on if participants enjoy their job and challenges. The second section was focused on use of data, collaboration with the analytics team, barriers to accessing data, and feelings towards support for innovation. The third and final section included demographic information, including role, location, length of service, and working language, to provide a cross-sectional analysis of responses.

For structured implementation, a five-week plan was made and expressed in a logic model. The first week was used to finalize and translate the survey content. The second week was used for distribution and data collection actively, with mid-week reminders. Then in the third week, the data was exported, and analysis started with Power BI and Microsoft Excel. Week four was used to create dashboards and write out a full report. Finally, week five was used to present findings with recommendations for next steps to R&D and innovation leadership teams.

The tools and technologies that were executed in this project consist of using Google Forms for data collection, Power BI and Tableau for visualization and reporting, sentiment analysis tools to assess qualitative responses, Slack, Microsoft Teams and Yammer for internal communications and we monitored external consumer sentiment on social via TikTok, Xiaohongshu, Pinterest and Instagram.

In summary, following the initiative, we expect to gain a clearer lens into employee engagement, issues, and thoughts from innovation teams. The results of the survey will support the goals to improve alignment between product developers and analysts, support the organization's investment in tools and training, and establish opportunities to reduce development cycle time. We hope to bolster employee satisfaction, as well as reinforce Amorepacific's global leadership position in beauty innovation.

Moving forward, the survey responses will be thoroughly analyzed, and a detailed report will be prepared for product and innovation leadership. The report will summarize the results by department, share collaboration insights, and provide actionable suggestions. Next steps may include additional access to consumer data, better communication tools, and cross-departmental syncs. We anticipate a second survey cycle in six to nine months to assess progress and keep innovation momentum going.

The link to access the Innovation Survey is available below, and the full logic model is included in Appendix A to support strategic alignment and transparency in implementation.

APPENDIX A

Survey Link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=bI2nppp5ukOCGtWh9fD3Zx9iA-3BaXRFkaEHD-LVrOBURjM4NkFUMDMzSUpJR0pWREgyOFUyWkVMWi4u>

Logic Model Link:

<https://b7103019-7b05-499d-a868-457fdd4e053b-00-165uaneh7qdkf.worf.replit.dev/>

* The logic model will also be available in a PDF format