



**Listening to employees: the AFNOR group launches AFNOR Impulse, a turnkey tool
for managers and HR managers**

***Paris, May 20, 2020*–The AFNOR group offers a new turnkey survey solution, called [AFNOR Impulse](#) . Made available to allow us to sincerely listen to the fears and thoughts of all workers, AFNOR Impulse is a resolutely CSR-oriented tool. This solution allows organizations to question what is essential according to their employees in their models of tomorrow in order to hope to (re)mobilize them and retain them.**

The current health crisis requires us more than ever to take care of our employees, by putting them at the heart of reflection and action aimed at moving into the next world, by giving them a key role in the future of their organization. . Thanks to an anonymous questionnaire, AFNOR Impulse allows managers and HR managers to listen to them. In addition to secure access to a results analysis environment, AFNOR offers avenues for reflection to help the organization plan recovery actions but also to see further.

“To overcome the crisis and project towards the future in a constructive manner, it was essential for AFNOR to offer a tool that helps organizations prioritize actions that make sense, build new projects, or even rethink their reasons for being, all this while putting the employee at the center. Our HR, training, QVT and CSR experts have mobilized to provide this tool which we believe is essential. summarizes Karine Georges, project leader and head of studies for the AFNOR group.

AFNOR Impulse is offered free of charge to all private and public organizations of more than 100 people, as part of the [AFNOR business recovery pack](#) .

About the AFNOR group:

An international associative group, established in 14 cities in France, the AFNOR group designs and deploys solutions based on voluntary standards, these consensual documents developed by and for market players, in the service of economic development and innovation. . As a provider of professional monitoring, training, benchmarking, certification and assessment solutions, the group also operates in the competitive field in more than 100 countries. With 1,250 employees worldwide and a portfolio of nearly 60,000 clients, the AFNOR group positions itself as a vector of trust for public actors and organizations in general. The general management of the AFNOR group is ensured by Olivier Peyrat.

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