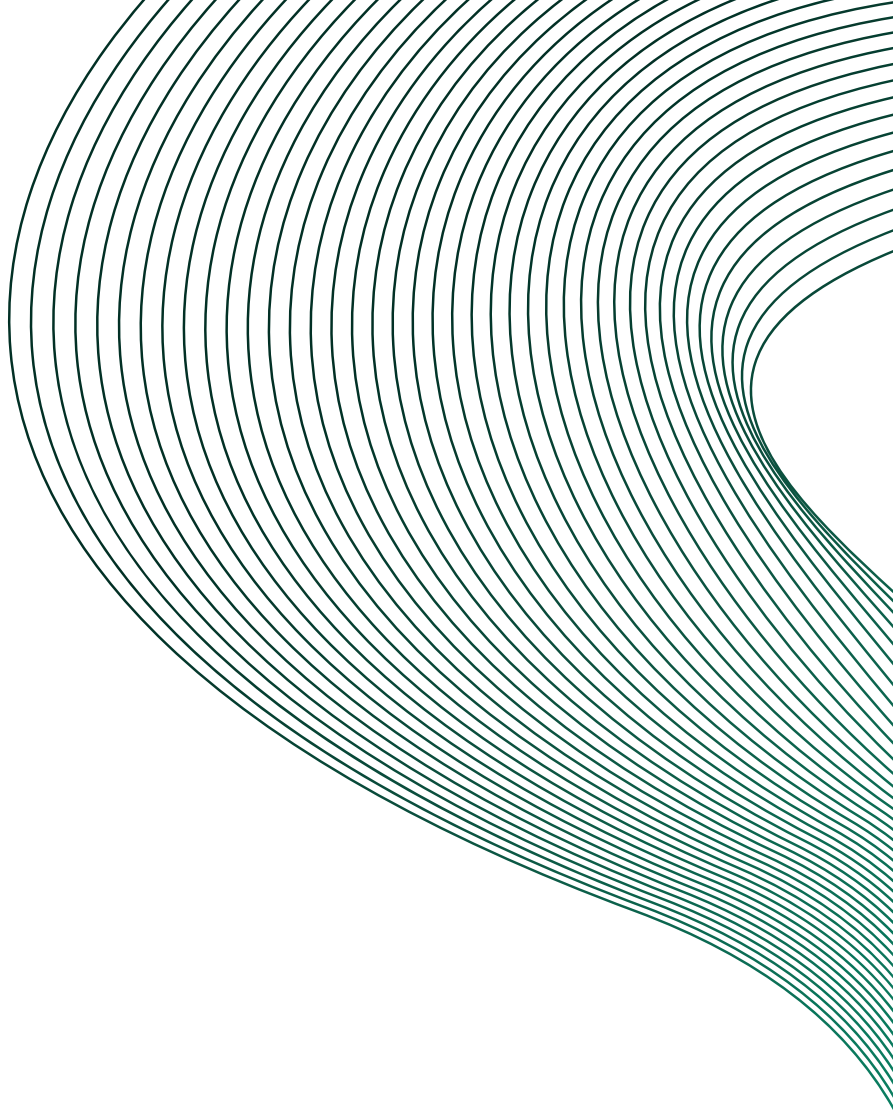


→ e-book

Understanding the limits of traditional whistleblowing approaches

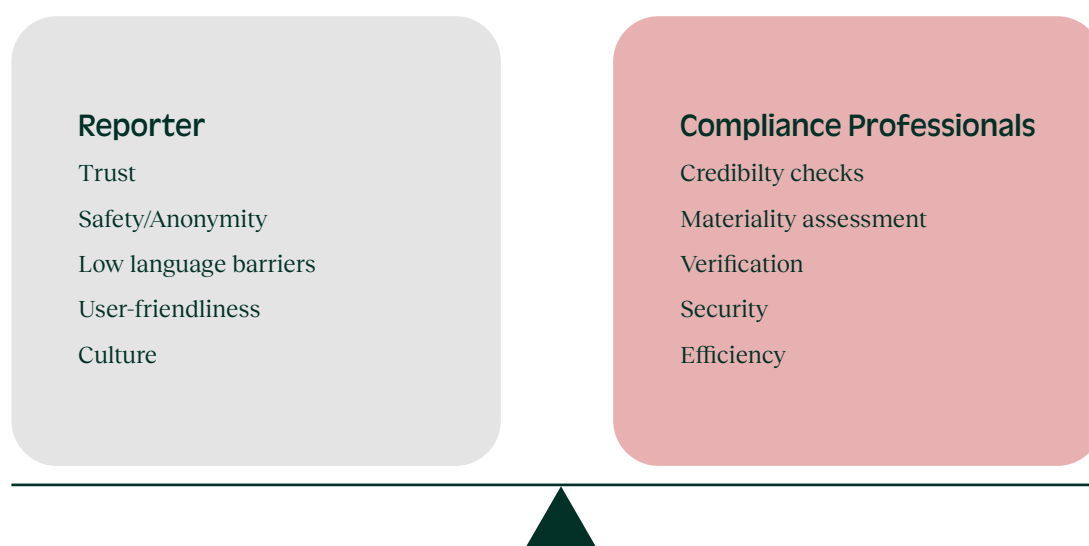


Let's face it: reporting misconduct is challenging for your employees. There is a hefty burden on the reporter. They are often expected to gather evidence, and when it comes time to make the report, they are the ones forced to recount potentially difficult experiences and to directly confront the person involved.

Often, they are taking on a much bigger opponent, or being asked to report on a close work friend or a direct manager. Traditionally, the cost of blowing the whistle is high and brings with it a potentially devastating impact—the loss of a job, shunning from their work community and potentially the total collapse of personal financial stability.

On the other side of the aisle, we see the compliance officers and related professionals (legal, investigations, audit) who are expected to detect misconduct early and protect the company. They are expected to have everything “in control”. This is easier said than done, and the reality is that full control is impossible, which can lead to uncertainty and stress. Professionals like yourself know: undetected, major scandals within your organisation can tank your career.

So, how can a professional like yourself balance the contrasting needs and realities of the reporter and those in your organisation?



In pursuit of finding a balance between reporter needs and that of the company, it's essential to set up a safe and supportive environment for reporters to share their experiences without fear of retaliation.

Achieving this environment calls for what is often referred to as a “speak up culture”. In such cultures, balance and trust is restored through direct conversation with the reporter throughout multiple cycles, focussed on the challenges at hand for each unique case.

However, most traditional whistleblowing systems on the market do not support the **open dialogue** a speak up culture requires. This is why such systems limit compliance and investigations professionals in establishing the right balance and are hence in a suboptimal position to fulfil their crucial role in the safeguarding processes of the organisation.

What most systems do wrong

Traditional whistleblowing approaches lead with lengthy questionnaires or rely on call-centres. Meaning: before the reporter can tell their story, they're bombarded with barriers that create anxiety and restricts the natural flow of conversation. This leads to mistrust and incomplete investigations.

Let's look at why these two traditional approaches are counterproductive for organisations developing a speak up culture.

Why call centre-based reporting doesn't work

One of the traditional ways of dealing with reporting misconduct is the centralized call centre. While it might sound desirable to have another human interact with the reporter, the question is: is this the right human for the job?

First, call centres are often supplied by a third party with no connection to your organisation. The operators are not trained compliance professionals, have no knowledge of your unique business, are bound to pre-defined fixed scripts, and are not in the position to be of actual help to the reporter. By placing a third party in between the compliance team and the reporter, the chance to rebuild trust is strongly reduced. Oftentimes, the quality of the collected information is incomplete, or difficult to verify without subsequent dialogue.

Add to that long wait times to access the call centre and even longer waits for proper interpreters to be added to the conversation in multilingual setting. Such interactions are a recipe for information loss, which might be crucial for the progression of the investigation. That is, if this whole ordeal has not yet prevented a reporter from coming forward in the first place.

Questionnaires also have their disadvantages

Web based whistleblowing approaches oftentimes offer a questionnaire, another approach hindering the opportunity for effective dialogue to take place.

Long intake forms with narrow, specific questions that don't speak to the reporter's reality can be off-putting. Reporters who feel overwhelmed by the type of questions being asked could either decide to cancel the reporting process or even put in incorrect information to continue to the next stage. Both are risks which hinder detection and verification as to whether the case is legitimate. Oftentimes, reporters feel the lengthy intake form is both the beginning and the end of the process and don't come back to check for follow-up questions crucial to progress the investigator's work.

So, most traditional approaches do little in contributing to a functional dialogue. Therefore, they don't resolve the core challenges inherent in misconduct reporting and supporting a speak up culture.

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Use SpeakUp to listen for a change

20 years ago, SpeakUp was founded as there was no provider recognising the need for balancing the interests between reporter and company. An alternative solution contrasting the traditional approach was needed to allow for true dialogue between reporters and compliance officers regardless of geography, culture, literacy, or access to phone lines or internet.

How does SpeakUp help you lower the barrier and create dialogue?

SpeakUp®, our global whistleblowing solution helps you listen for a change. Instead of the traditional phone call centre method, we created a phone line that avoids the challenges of human-operated systems. Reporters simply call the phone line for their region, in their own language, and leave a voice message. These messages are quickly translated for the case manager and the information is sent to our integrated case management system in text format. From there, a case manager can easily respond. This creates an easy-flowing dialogue with no need for expensive third-party resources.

Reporters can also report misconduct through SpeakUp® via their browser or our unique mobile app. Both options are easy to navigate and offer a balance between structured intake and free format messaging; the most logical way to start a conversation. With SpeakUp®, exchanging dialogue with a reporter can be just as easy as texting through WhatsApp—regardless of language, location, and while being fully GDPR compliant. This free format allows a reporter to tell their story as they see it, without the need to navigate tough questions that may deter them from making their report. It also sets a low bar of entry, allowing you to re-build trust with the reporter in several cycles resulting in more actionable information on the case. →

See how better conversations can transform your workplace from compliance culture to a speak up culture

When misconduct happens—and as we all know, misconduct *will* happen—reporters need to know where to turn. Make sure you have the right tools in place to create a welcome dialogue between you and your employee.

Are you ready to listen for a change? The first conversation starts with us!

**Interested in seeing how SpeakUp might work for you?
Contact us**



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Book a demo →

This eBook is part of a series of handpicked expert opinions. Don't forget to read the other eBooks on our [website](#).

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