

Waggl Crowdsources Innovation With Employees' Voices

Waggl
Best Advance in Assessment and Survey Technology
June 2018



Company Background



Company At-a-Glance	
Headquarters	Sausalito, CA, USA
Year Founded	2014
Revenue	\$5M+ - 2016
Employees	74
Global Scale	United States, Brazil, and expanding internationally.
Customers/Output, etc. (Key customers and services offered)	100+ enterprise customers, including CenturyLink, Ellie Mae, University of Utah, UC Health, Apollo Education Group, Juniper Networks, McGraw Hill Education, and the City of San Diego.
Industry	HR Technology
Website	http://www.waggl.com

Value Proposition

Waggl is a human way for organizations to crowdsource feedback, create connection and surface actionable insight. The company is named after the dance that bees do in a hive to transmit important information very quickly.

Waggl goes beyond the traditional survey by offering an extremely easy way to listen to many voices at once within an organization and to create richer connections among individuals, teams, departments and locations. The company's real-time listening platform creates a transparent, authentic two-way dialogue that gives people a voice, distills insights and unites organizations through purpose.



"It would be nearly impossible to overstate how quickly Waggl has changed how we communicate here... every day someone has a new idea." – **Cathleen Schreiner Gates**, EVP, Ellie Mae

"We use Waggl to collect feedback from our employee base that will continue to help the company become stronger as it grows. After implementing this new process in an initial pilot program, our turnover rate dropped significantly among pilot participants. We're no longer throwing darts at the wall. We know exactly what we need to focus on and our key points to reference when making improvements for our employees." – **Thomas Mc Shane**, CMO, City Electric Supply

Product or Program Innovation

Waggl helps organizations succeed by addressing a key issue: Employee engagement.

According to 15 years of research from Gallup, nearly 70% of employees are either not engaged or are actively disengaged, translating to \$605B each year in lost productivity (State of the American Workplace Report, 2017). Disengagement leads to high turnover, low productivity, and worse.

One top cause of this epidemic of disengagement is that employees think their opinions don't matter. Waggl addresses the problem by enabling fast, frequent, focused dialogue on virtually any enterprise topic. The company' pulse-communication platform improves engagement by allowing organizations to communicate continually on issues surrounding culture, events, change, strategy, talent and more.

- **Product overview.** Waggl boosts employee engagement through an advanced pulse-survey platform that enables organizations to post questions and invite people to participate via a web interface that works on any type of computing device. Participants answer anonymously, ensuring that the feedback is authentic.
- **Simplicity of technology.** The Waggl platform is simple to use but sophisticated in its capabilities, and it provides a powerful way to connect people and enhance communication. Users can set up and send pulses in minutes, use pairwise voting to crowdsource and rank responses, generate heat maps, analytics and infographic reporting.
- **Advanced functionality.** The Waggl platform is designed to elevate the authentic experience of people and deliver the analytics needed by leaders to lead. Listening to people is valuable, so Waggl goes beyond measurement to create alignment across the organization.

- **Flexibility, customization, integration.** Waggl pulses are customizable and the integration is turnkey, due to the fact that the platform is based in the cloud. Waggl helps organizations become more agile through real-time actionable feedback and insight, and it is a fun and effective way to inspire engagement and build alignment within the organization.
- **Pricing Model.** Waggl has a subscription-based SaaS model. Enterprises buy an annual subscription, and have unlimited access to use the platform as frequently as they'd like.
- **Client service approach.** Waggl currently has more than 100 enterprise customers and a 94% overall customer-satisfaction score.

Waggl uses Ruby on Rails for its API server and Backbone.js for the front end to provide rich user experience. The Waggl team runs an agile-development process using Pivotal Tracker for development planning and Invision for rapid prototyping. Finally, of course, the team uses Waggl to ensure that everyone in the company has a voice in the development of the product.

Waggl has made significant inroads in vertical markets, including healthcare, manufacturing, nonprofits, financial services, technology, and education. Although the company will continue to expand into other markets, Waggl leaders likely will see the greatest growth in those markets because it already has a portfolio of client references and an established history of success.

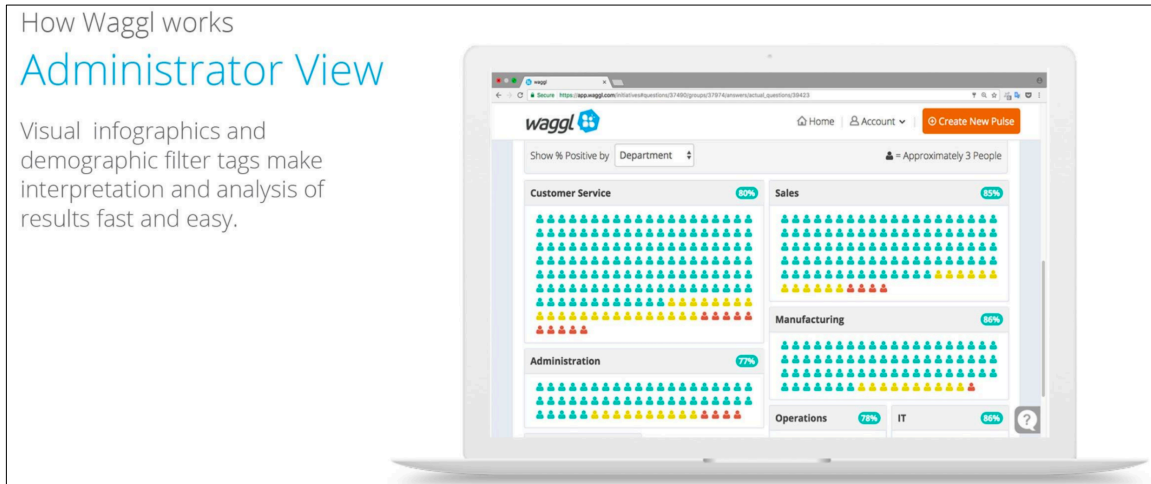
Waggl's business development efforts have focused on selling into its co-founders' existing network of prior clients in other technology ventures. The Waggl platform was built specifically to solve issues expressed by those clients.

Unique Differentiators

Waggl lives at the intersection of two key issues faced by organizations: The need for real-time interaction with employees and the increasing desire for analytics about employee engagement. On one hand, numerous technology vendors (Jive, Slack, Chatter, Yammer, etc.) provide corporate enterprise-communications tools, but they offer no meaningful data or actionable insights for the organization. On the other hand, there are bigger platforms with integrated-survey capabilities (Ultimate Software, ADP, WorkDay, Salesforce, etc.) that don't offer real-time, human interaction. In the midst of this landscape, there are consulting firms and a host of new startups and other companies trying to develop capabilities at both ends of the spectrum. Waggl already has those

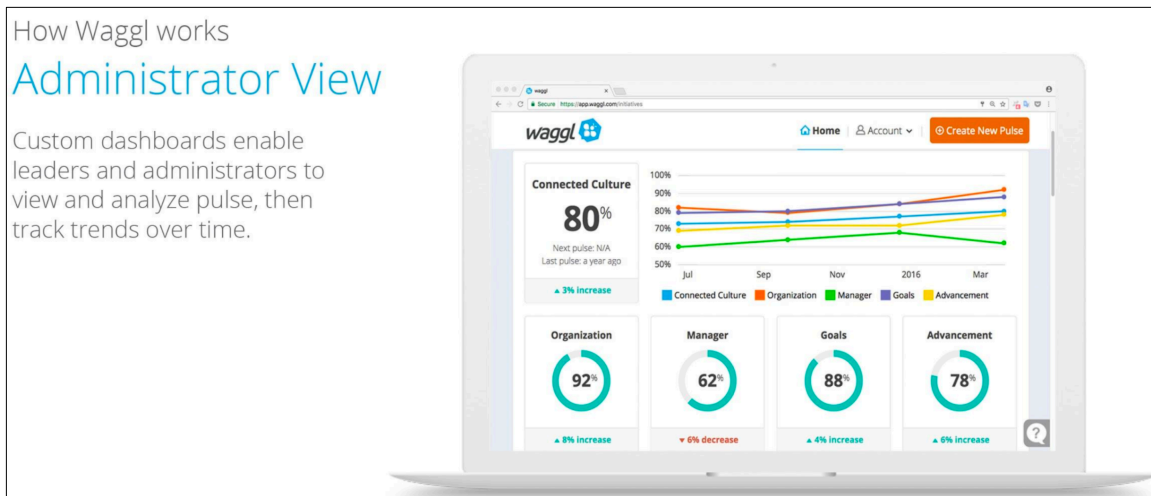
capabilities and is providing more than 100 enterprise customers with a simple and intuitive UI designed for leaders who want to have the pulse of their organizations.

Figure 1: Visual Infographics



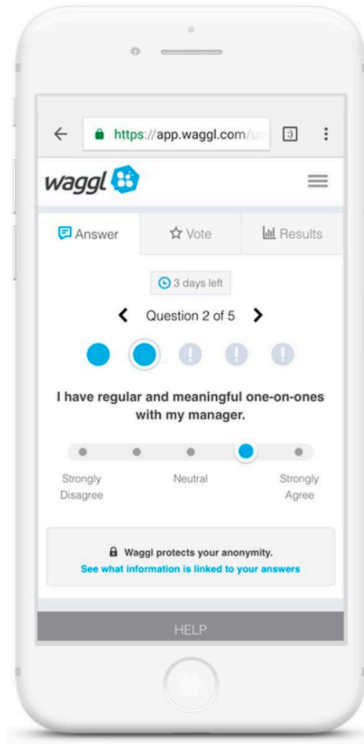
Source: Waggl

Figure 2: Custom Dashboards



Source: Waggl

Figure 3: Mobile View

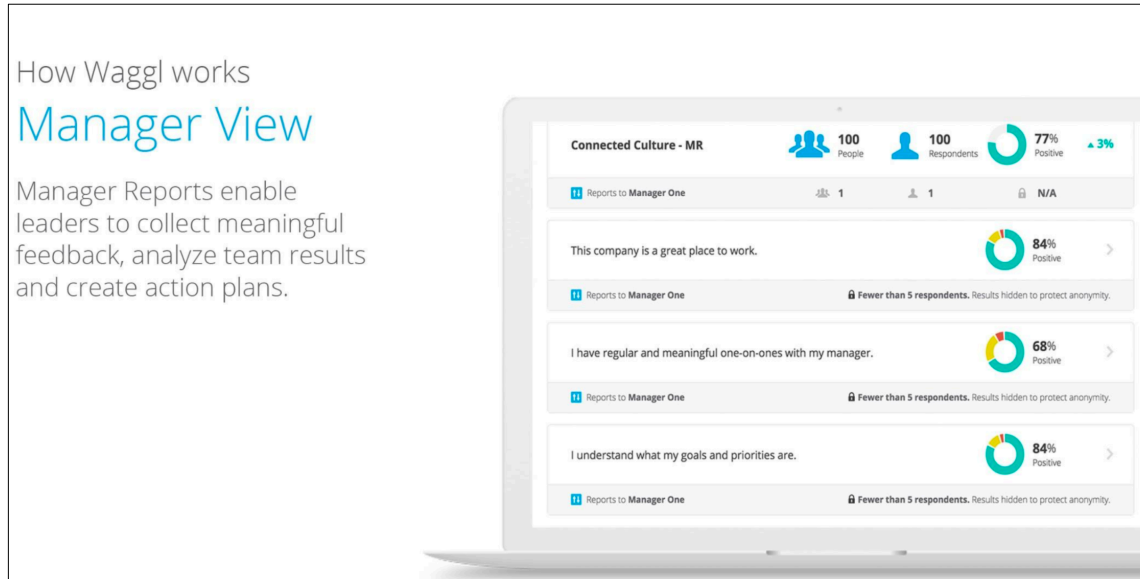


Source: Waggl

Waggl competes most directly with other pulse survey and real-time feedback tools that also offer analytics. Waggl's key differentiators include:

- **Simplicity.** Waggl is easy to setup and deploy and the crowdsourced results are transparent and visible in real-time. Participants vote on possible answers, providing a fast and effective way to rank a large data set.
- **Agility.** Waggl is precision-built to help clients cultivate internal hyper-awareness, helping leaders make more informed decisions and execute faster.

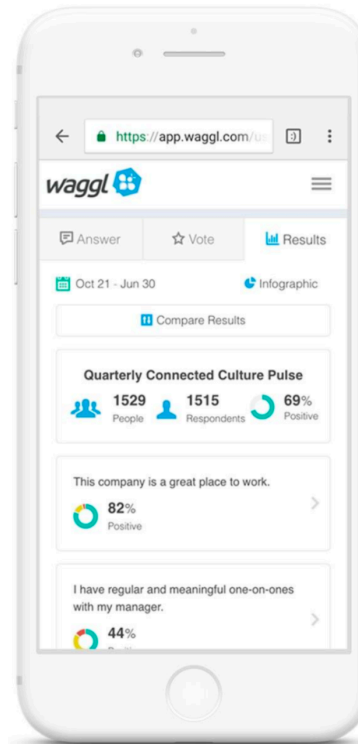
Figure 4: Manager Reports



Source: Waggl

- **Human touch.** Waggl believes that work should be more human, and that people deserve to be heard. Data is useful, but it isn't an effective substitute for human interaction. Waggl's gamified UI makes it and fun for people to participate in a two-way dialogue about key issues.

Figure 5: Mobile Dashboard



Source: Waggl

- **Real-time actionable insights.** Progressive organizations are moving away from an annual-feedback cycle to an “always-on” engagement strategy (Deloitte, Global Human Capital Trends Report, 2016). Waggl’s dynamic pulse-communication platform enables fast, frequent and focused dialogue on virtually any enterprise topic, delivering real-time, actionable insights.

Measurable Results

Client Case Study: City Electric Supply

City Electric Supply is a family-owned, global wholesale business with thousands of employees across 900 branches and provides personalized service and support for its customers in the residential, commercial and industrial marketplace. To that end, it is laser-focused on building and maintaining a great internal culture.

“It is so important to us to have a phenomenal culture. Services like Glassdoor make everything transparent. We want to make sure we build a great culture and keep it!” – **Thomas McShane**, Marketing Manager, CES

One of the challenges CES has encountered is finding a way to communicate with its employees across hundreds of locations. CES leaders chose to use Waggl to facilitate the process and help build a shared sense of connection among employees in disparate locations.

Waggl’s anonymous crowdsourced feedback platform engages employees by creating a two-way dialogue. In one specific example, CES used the platform to ask employees to share stories about customer interactions that have made them proud to work at CES. They’ve also ask for feedback on what the company can do globally to help improve customer service.

In another instance, CES employees were invited to contribute feedback after a recent company conference and asked to name areas where they wanted/required additional training. Based on feedback, CES created a streamlined systems-training program that successfully reduced attrition by 5%.

“Our core ethos centers around integrity, empowerment, passion, and superb customer service. Those values are clearly embraced by management, but when we took a closer look at how they were being implemented across the organization, we found that, although we’ve developed some great Olympic swimmers over the years, we’ve also drowned a few in the process. Now we are focusing harder on training and onboarding to make sure that those values are clearly communicated from the start. We bring people out to Dallas for a deeper education process as they are hired, and we use Waggl to collect feedback from our employee base that will continue to help the company become stronger as it grows. After implementing this new process in an initial pilot program, our turnover rate dropped significantly among pilot participants.” **Thomas McShane**, Marketing Manager, CES

Waggl’s platform has enabled CES to take quick action on employee feedback, from communicating information on medical benefits to crafting the agenda for the annual conference.

“We’re no longer throwing darts at the wall. We know exactly what we need to focus on and our key points to reference when making improvements for our employees.” – **Thomas McShane**, Marketing Manager, CES

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