

Engagedly's Socially Oriented Platform Actively Engages and Galvanizes Talent

Engagedly Inc.

Best Advance in Social Talent Management

February 2021



Company Background



Company-at-a-Glance	Engagedly Inc.
Headquarters	St. Louis, MO
Year Founded	2015
Revenue	\$5 million
Employees	102
Global Scale	Offices in USA, India, UK, Netherlands, Malaysia and Australia. Services provided to clients in over 30 countries in 9 different languages.
Customers/Output, etc.	Social Recognition, Social Learning, 360 assessment and Performance Reviews
Industry	Software as a Service
Website	https://www.engagedly.com

Value Proposition

Engagedly's People Enablement Platform goes beyond traditional talent management to help companies build a socially connected, engaged and empowered culture. Engagedly's core philosophy takes a holistic approach to talent management. It focuses on building a strong culture, assigning roles based on one's strengths, aligning individual goals to the organization and providing continuous peer feedback to motivate, guide and recognize performance for superior organizational outcomes.

Generating Buy-in of Company Values with Gamification

Companies strive to integrate core values into the everyday fabric of their business. Engagedly offers gamification tools to recognize and reward value-centric behaviors. Points, badges and gift cards can be earned and awarded to promote and reinforce the adoption of such values; a company leaderboard can be turned on to promote friendly competition.

- *"It helps in changing the company's culture. It's a total game-changer. The ability to praise once someone says something good."* — Ahmad A., CEO at Aram

Alignment to Organizational Goals/OKRs

Many organizations find it difficult to ensure employee actions are contributing to their company vision. Engagedly's flexible team-based Goal/OKR solution streamlines the goal-setting process, allows for alignment and cascading of individual goals and provides a line of sight and drill down visibility on goal progress.

Employees who have clarity on their objectives and understand how their work is making an impact on the company mission are much more likely to be engaged and successful. Employees can follow and comment on each other's goals as well as praise others.

Peer Feedback with 360 Multi-rater Feedback

One of the best practices in employee development is aligning work to people's strengths and coaching areas of needed improvement. Engagedly's 360, multi-rater assessment provides a fair and more accurate picture of an employee's demonstrated behavior and offers valuable insight into hidden talents and unique skills. It comes with a pre-built library of assessment areas for quick deployment and coaching development.

Recognizing Performance with Social Praise and Rewards

Organizations risk losing talent when they fail to recognize and reward their employees effectively. Engagedly's praise tool with gamification allows organizations to recognize individuals/teams on a real-time feed that is public to the entire organization creating a culture of peer recognition that leads to high performance. Research has shown that

positive performance is best reinforced when it occurs. Engagedly's mobile app provides real-time push notifications for remote employees who have limited access to computers.

Implementing Idea Meritocracy with Idea Tools

Made popular by Ray Dalio, the concept of Idea Meritocracy is easy to talk about but hard to implement. Engagedly's Idea Generation and voting tool allow the democratization of this process, allowing people to present ideas and vote on them regardless of their organization level. This creates an environment where people feel more open to sharing ideas and leads to better outcomes — may the best idea win.

Develop People with Agile LMS and Social Learning

Employee development is often decoupled from performance. Engagedly finds that leading organizations use people development to complement and help drive better performance. With a user-friendly microlearning within LMS and social learning tool for people to share knowledge within the social feed, Engagedly's clients can easily develop their people with learning content aligned to their competency and skill development goals. With built in gamification both learners and knowledge sharers can earn points and badges to make learning and development fun.

Continuous Performance Conversation and Ongoing Check-ins

Yearly performance reviews can be counterproductive and leave employees feeling disengaged and demotivated. Engagedly's check-in module enables managers and their team members to have frequent and timely conversations, sharing feedback and coaching when it's needed most so that employees can adapt and improve quickly in areas that matter.

Integrated Performance Assessment

Goals/OKRs, competencies, values, development plans and succession planning tools — all of those people enablement tools come together in a highly configurable, comprehensive Performance Assessment module, so the employees and their managers have a complete view of their performance and their plan moving forward. The module brings together the history of employee check-ins, 360 feedback, training, rewards and recognitions, feedback and OKRs into one convenient "talent card." Unlike any other platform in the industry, this allows organizations to drive both a continuous performance model and a comprehensive performance assessment to build a high-performing workforce.

Summit Financial (Financial Services)

- *"The Engagedly platform provides for the flexibility we were looking for as we seek to evolve our culture. Critical factors for our firm include: the ability to*

survey employees when and how we choose, set and monitor individual goals aligned with the firm goals, a flexible performance review process with continual feedback, the ability for peers to give praise and constructive feedback, and a way to share knowledge and ideas.” — Claire T., HR Head at Summit Financial

Rudolph and Sletten (Construction)

- *“The features were easy to understand and use, and even better, no formal training class was required. Biggest success was shown in the completion rate, which rose from 33% to a full 100%. Every single individual was now actively involved with this new system.” — Shereen Shariq, Head of L&D*

Sapphire Digital (Technology)

- *“Our compliance with our performance, goal setting, feedback and learning has been exponentially higher with the software. The prompts and reminders make it easy to keep our objectives in full view, easier to update and focus on. I found this to be the tool that best met our needs in our tech organization.” — Laura, Director of HR*

Product or Program Innovation

Simplicity of Implementation

Due to Engagedly's streamlined product administration functionality, clients experience a smooth implementation and typically go live in a short 45 days on average, with some implementations complete in as little as two weeks.

Flexible and Built for Growth

Engagedly's product suite is highly configurable, completely modular and built to scale. Customers can craft the user experience and add/change functionality as their needs evolve.

Leading Client Services

Engagedly has more than 500 clients ranging in all sizes from small to enterprise and spanning in all vertical markets in over 30 countries. Engagedly is proud of its highly regarded white-glove implementation process; a dedicated Customer Solution Manager (CSM) and a Talent Solutions Consultant (TSC) are assigned to every customer to implement, train and share best practices. An Account Manager meets with customers quarterly to ensure customers have a positive experience, keep them up to date on product enhancements and ensure they are getting the most from their investment.

- *“If I do run into an issue or have a question, the support team has been outstanding. You email them and the follow-up and resolution is always prompt. If they do have to take extra time to test things on their end, they communicate this so you're not left wondering anything.” – Victoria at TerraThink Consulting*

Integrated Talent View

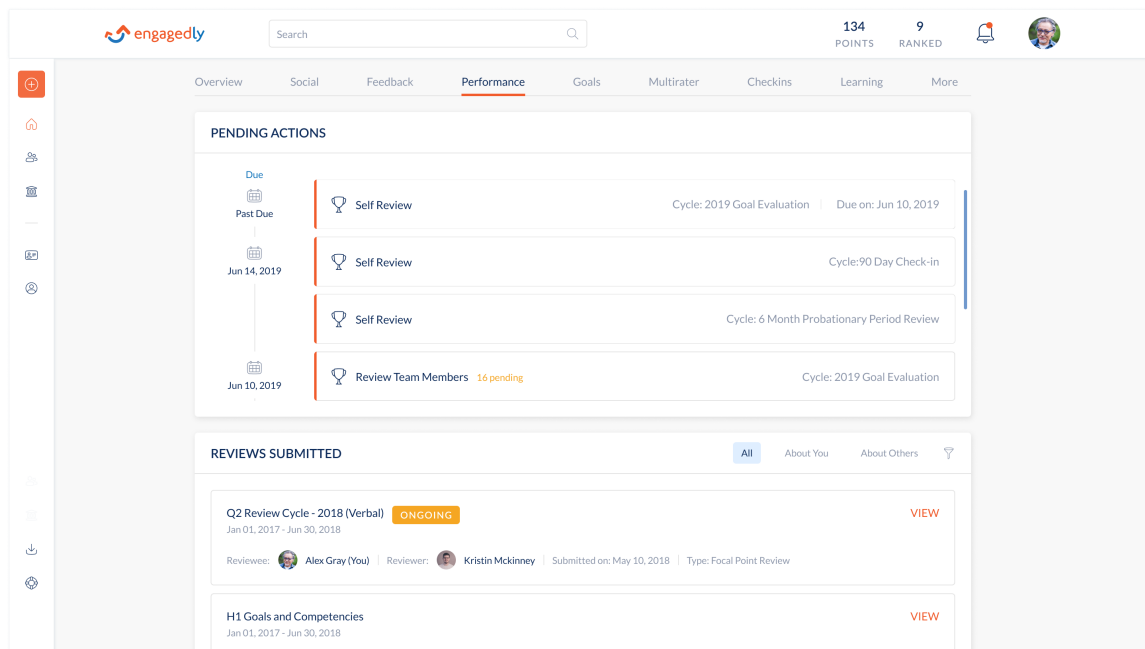
One of the key innovations is the ability to integrate HRIS data along with learning and performance data to give an integrated view of talent. Additional actions allow managers and employees to develop their career plans as well as capture certifications. Other tools, such as 9-box indicators, allow people leaders to identify key talent and put together retention and growth strategies.

Unique Differentiators

Advanced Technology Built for Employee Adoption

Engagedly is built on Ruby on Rails on AWS, which allows for rapid deployment and high levels of configurability. In addition, social tools allow employees to express themselves, share knowledge and build social connections within their organization. This improves the overall adoption of the platform.

Figure 1: Performance

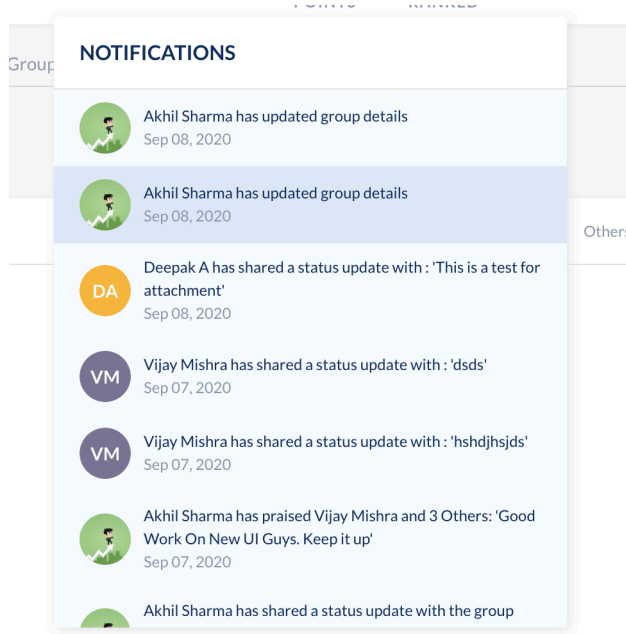


Source: Engagedly Inc.

Advanced Alerts and Notifications

The solution provides smart alerts and notifications to employees and people leaders based on triggers set in the system, configurable by the client administrators. This feature enables intelligent alerts based on business rules to be set up to improve the dissemination of essential insights.

Figure 2: Notifications

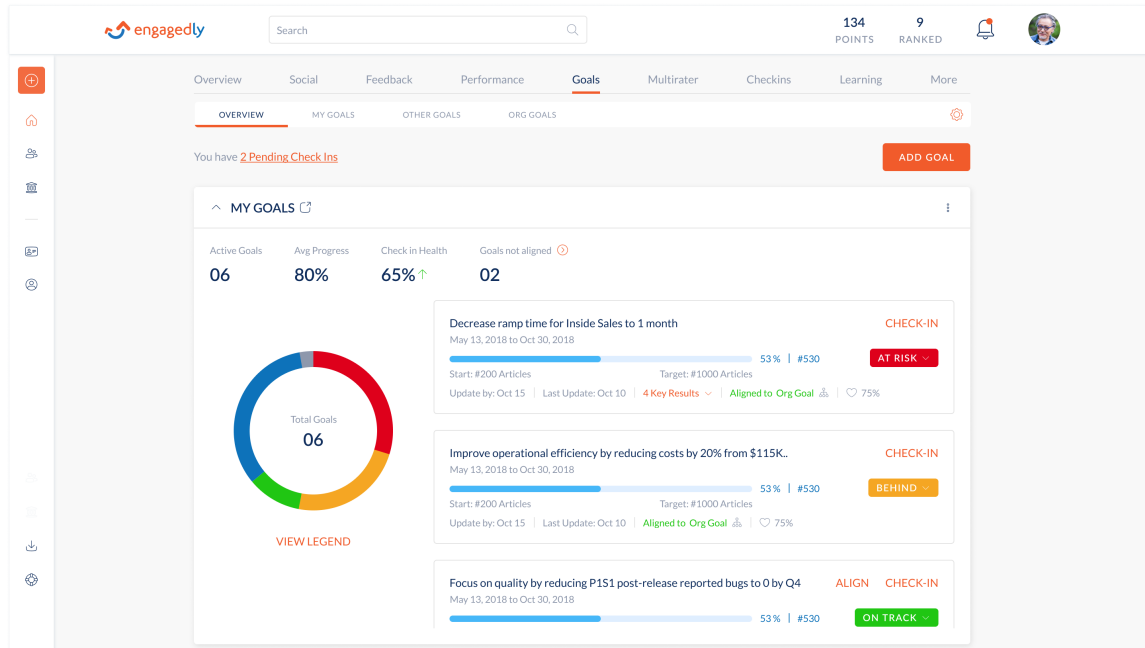


Source: Engagedly Inc.

Identify Business Goals Risk

The system allows users to assign and track different goals based on their risk of failure to achieve so people can pay special attention to those. The system allows the leaders to filter and view those goals within their teams where the risk is high and take risk-mitigation actions.

Figure 3: Identify Business Goals Risk

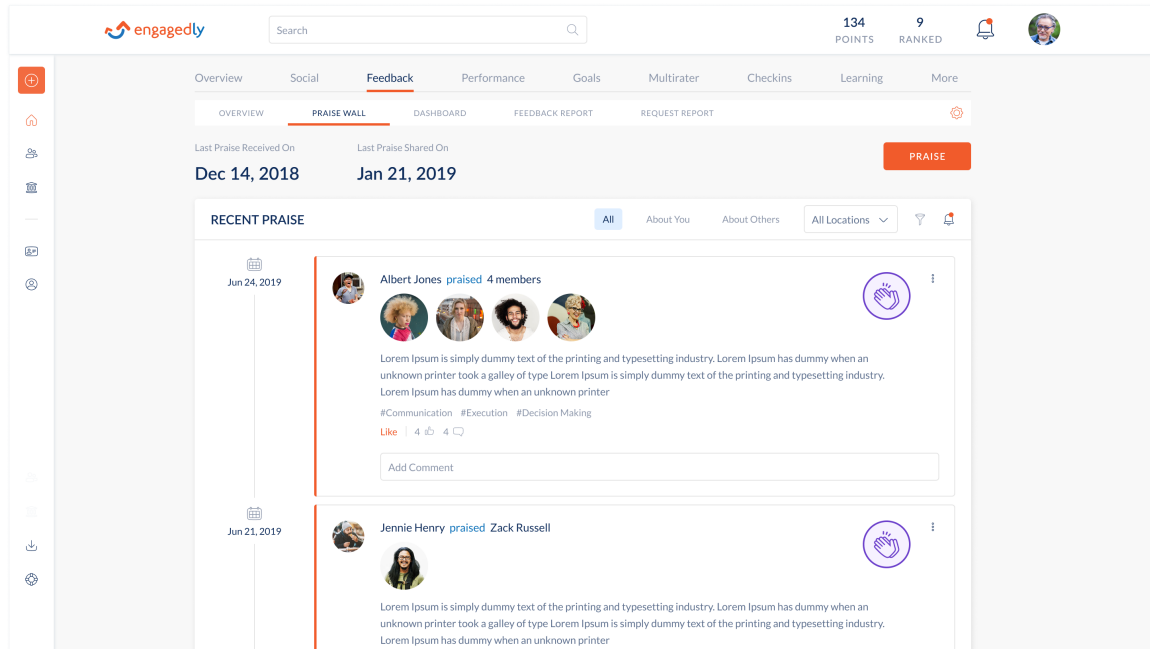


Source: Engagedly Inc.

Built-in Team Collaboration and Social Tools

The system is built ground up to enable a collaborative and recognition-oriented culture. The status feed provides all users on the platform to recognize each other and get company-wide alerts. This is also a place to share ideas and knowledge using hashtags which can be used to find relevant posts at any time

Figure 4: Team Collaboration and Social Tools

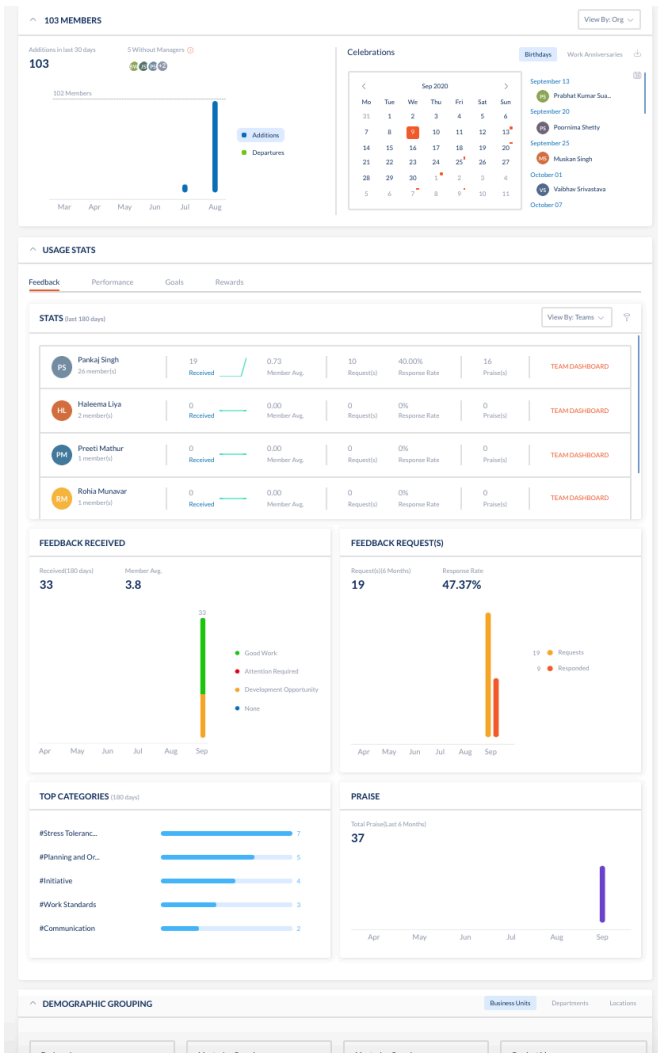


Source: Engagedly Inc.

Integrated Talent Social Performance, Engagement, Development Analytics

Finally, to put the entire story of talent together, the longitudinal talent card provides a single-page snapshot of an individual's performance, engagement, development and recognition so organizations can see how individuals growing and contributing within the company and derive valuable insight for career progression and development as well as succession planning.

Figure 5: Analytics



Source: Engagedly Inc.

Measurable Result

Coupa

Unifying a standard process with teams spread out in two countries presented a unique challenge. With the help of Engagedly, Coupa was able to build a strong sense of community across geographies, spend less than half the time on each performance review cycle, reduce overall cycle time, and increase compliance to greater than 90%.

Actifio

Actifio user adoption is at an all-time high of 90% due to Engagedly's robust, intuitive and easy to use solution. Actifio was also able to build a strong collaborative and community-oriented culture with teams in US, India and Europe with its social recognition program.

About Brandon Hall Group

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Some ways we can help...



MEMBERSHIP PACKAGE

Includes research library access, events, advisory support, a client success plan and more.



ADVISORY OFFERINGS

Custom Research Projects, including surveys and focus groups interviews. Organization Needs Assessment for Transformation, Technology Selection and Strategy.



EXCELLENCE AWARDS

Global recognition showcasing leading programs and practices with a library of case studies.



PROFESSIONAL DEVELOPMENT

Virtual and on-site certification programs, workshops and webinars supplemented with research-driven assessments and tools.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.



HCMA PROFESSIONAL CERTIFICATIONS

are comprehensive educational programs that center around a multiphase knowledge test.