

HiBob's Tech for the Future of the Modern SMB Workplace

HiBob

Best Advance in HR or Workforce Management Technology
for Small and Medium-Sized Businesses

March 2023



Company Background



Company-at-a-Glance	
Headquarters	London
Year Founded	2015
Employees	680
Global Scale (Regions that you operate in or provide services to)	Offices in the US, UK, Israel, Australia, The Netherlands, DACH, Portugal (opening soon)
Customers/Output, etc. (Key customers and services offered)	VaynerMedia, Turing, Uala, BigID, Fiverr, Extreme Reach Kustomer, Builder.ai, Riskified, Top Hat, SmartRecruiters, Cazoo, Gong, Hopin, Monzo, Happy Socks
Industry	HR Tech
Website	www.hibob.com

Value Proposition

Our Bob people management platform helps companies practice the future of work every day, enhancing their flexibility and enabling them to find, develop, and retain their people, their number one asset. HR leaders, managers, and employees all use Bob to power productivity, boost engagement, onboard, manage, and develop people, and ensure retention. With an Instagram-like consumer-style appearance, Bob delivers an employee experience that socially connects people in the anywhere workforce.

Creating an inclusive, diverse, and welcoming culture directly correlates with employee engagement and employee happiness. In a world where ping pong tables and extra snacks in the kitchen are not enough to engage and retain employees (especially in the world of remote and hybrid work), businesses are challenged to find meaningful ways to engage, welcome, and retain their most important asset — their people.

Bob gives leaders the solution they need with integrations with Microsoft Teams and Slack to help streamline communications, Kudo and Shoutout features to connect employees through celebrating each other's successes and milestones. While physical distance can create challenges for employees to stay up to date on who is on vacation or new to the team — Bob eliminates those impediments to productivity and belonging. Bob's design makes it easy to stay aware of colleagues' work plans and connect with new joiners, not only for shared projects but also on a personal level, which is critical for companies onboarding and integrating new hires in the era of hybrid work.

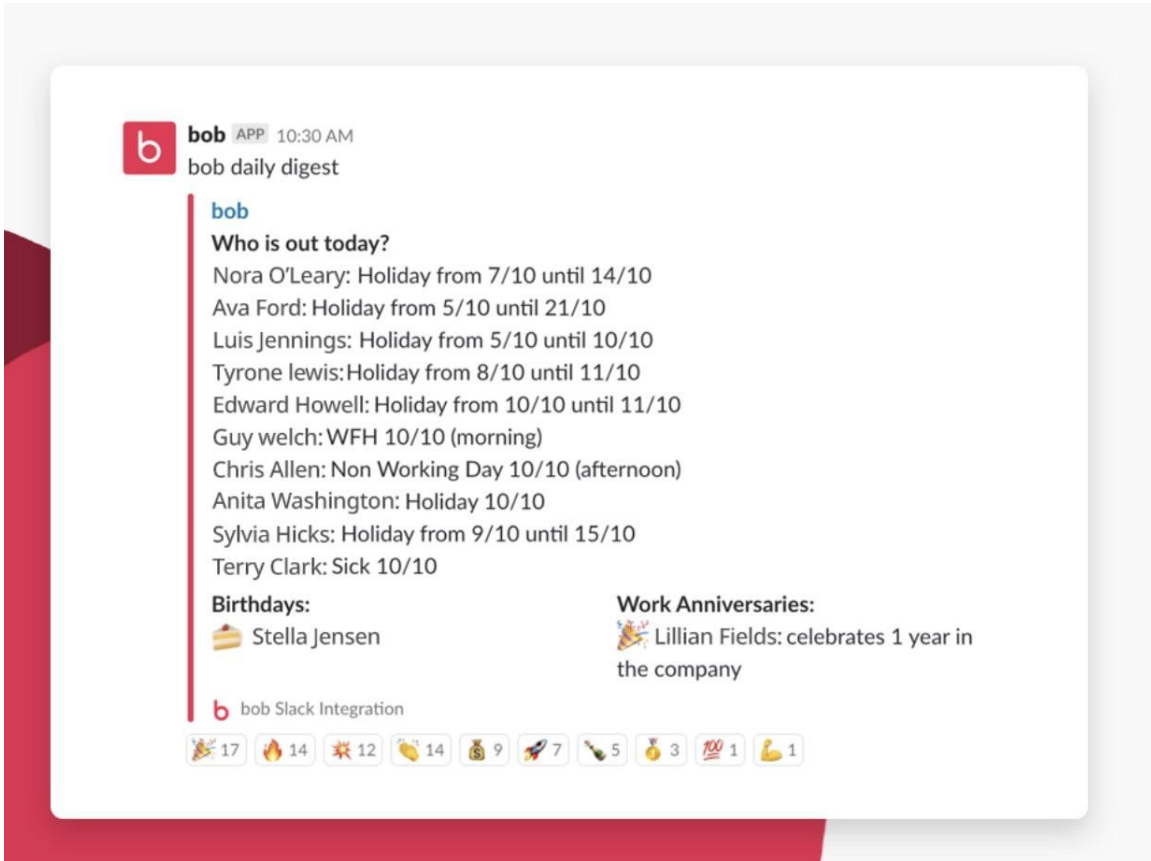


Figure 1: Bob's integration with Slack

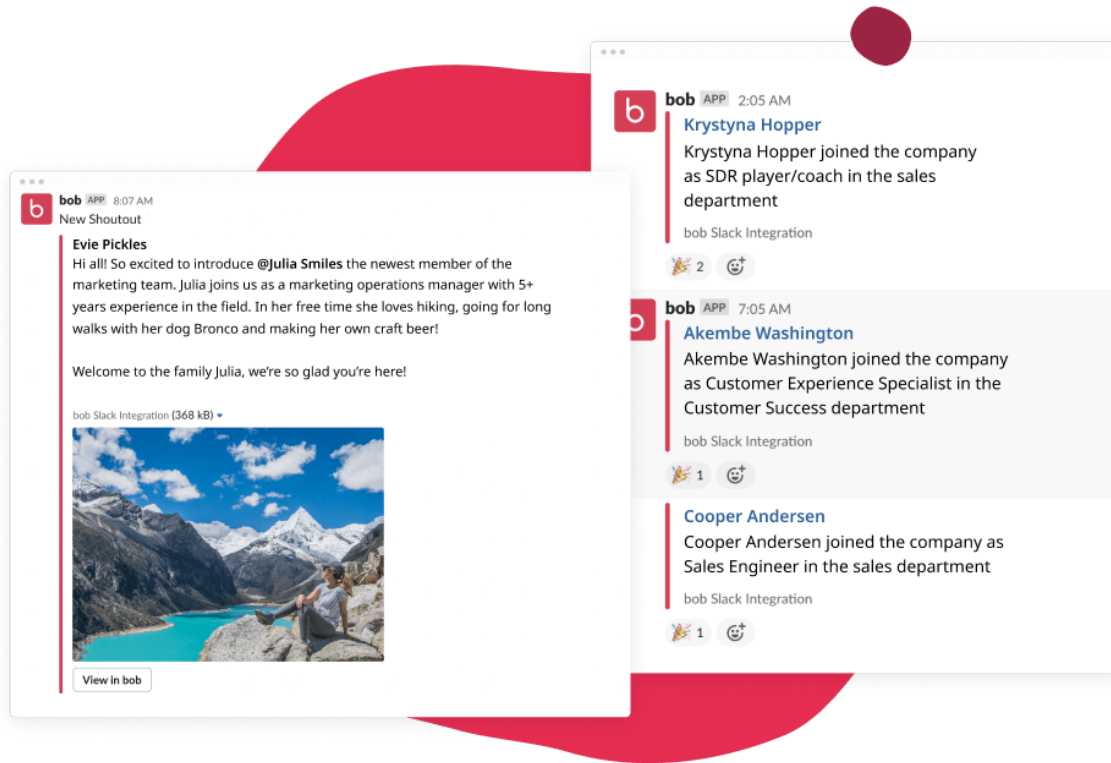



Figure 2: Bob’s integration with Slack

How Heroes saves two working days a month using Bob’s automated workflows and integrations

	<p><i>Founded in</i> 2020</p>	<p><i>What they do</i> E-commerce</p>
	<p><i>Headquarters</i> London, UK</p>	<p><i>In a nutshell</i> Heroes is a technology-driven e-commerce company that acquires, operates, and scales small and medium-sized brands with category-winning products on global marketplaces.</p>
	<p><i>Employees</i> 79</p>	
	<p><i>Sites</i> 3</p>	

Heroes is a tech startup based in London, with additional offices in Madrid and Barcelona, and people working remotely from Italy, Hong Kong, the US, and Germany. Back when

they were a company of just 15 people working out of London, Heroes decided to implement an HRIS for storing their people data with a separate payroll system. However, after a short time, they realized that this setup didn't serve their needs and growth plans. They wanted an HR platform that was global, flexible, scalable, and able to integrate with their favorite tech tools. They found Bob and fully onboarded in just one month.

Finding a way to streamline HR

The Heroes HR team wasn't happy with their HRIS as it wasn't flexible and didn't integrate with their favorite tech tools. As a small team, they were stretched to their limit and wanted to find a solution to help them automate their processes and become more efficient.

Increasing efficiency using Bob's workflows and integrations

Using Bob, the Heroes HR team has transformed how they manage HR across the board. They now use streamlined workflows made up of tasks assigned to different stakeholders to replace the processes that they used to do manually. For example, in the past, when they onboarded new hires, there would be a lengthy email exchange between HR and new hires to collect relevant information, and then IT would manually add them to each of their work tools. Now, they simply trigger an onboarding workflow that contains all the steps for onboarding and assign them to different stakeholders. As part of this process, HR creates a new employee profile in Bob for every new hire, which they fill in independently, and which connects them to their work tools automatically through SSO provisioning.

Using task lists has transformed Heroes' onboarding journey and enables HR to seamlessly onboard several people simultaneously. One year ago, they could onboard just two people a month, and now they recently onboarded 10.

The Heroes HR team also loves Bob's integrations with their favorite work tools. From Slack to Greenhouse (ATS) to Payfit via Bob's Payroll Hub, these integrations are crucial for streamlining their daily work and reducing risks of human error. "The integration between HiBob and Payfit has been a game-changer for us," explained Chloe Gibbs, HR Lead at Heroes. "Previously, we entered employee data in both Personio and our payroll system. It was causing major issues and inconsistencies. So having Bob and Payfit talk to each other has been groundbreaking."

And, when asked to quantify the amount of time saved from using Bob's onboarding workflows and payroll integrations, Chloe said they saved at least two working days a month.

Product or Program Innovation

Bob's Payroll Hub

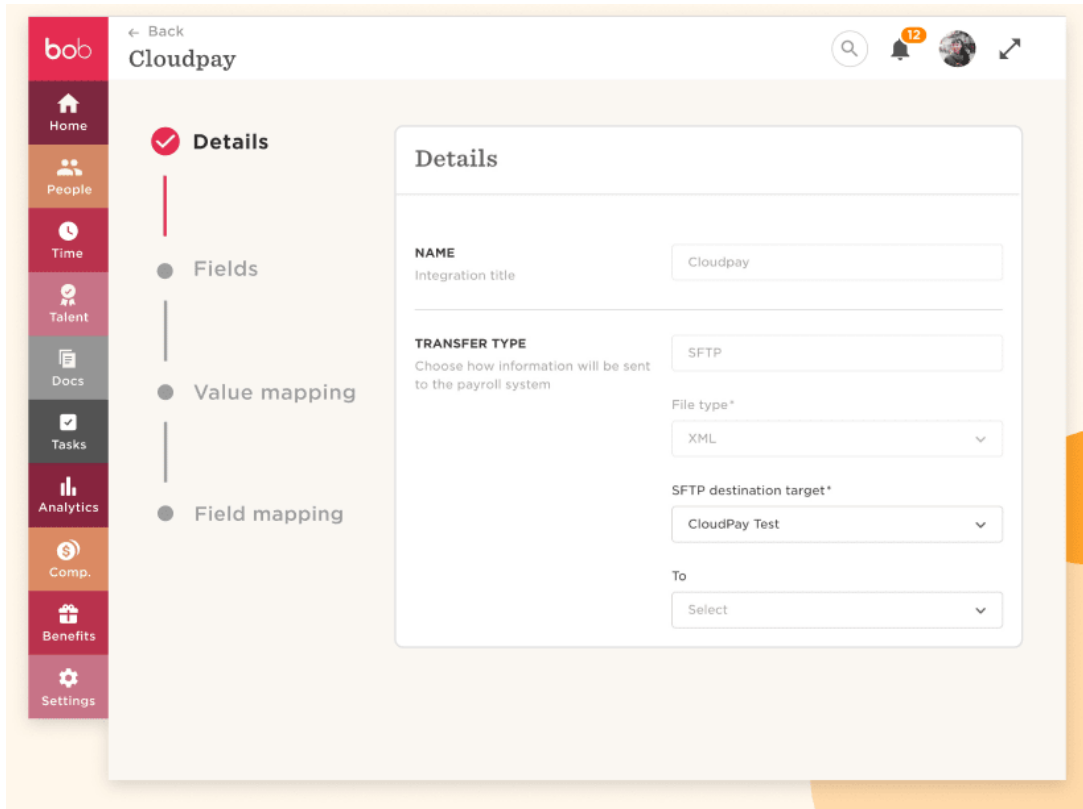
Every company needs to run payroll to pay employees for their work. It's so crucial that payroll software is often the first software that a company buys. Payroll can either be managed in-house using payroll software or outsourced to external companies such as payroll bureaus.

However, when a company manages its payroll, it's responsible for ensuring that all employees get paid the right amount and at the right time. Payroll is a time-consuming process as no two payroll cycles are the same. Every cycle requires changes to be made, like adding new employees, removing terminated employees, and changes to salary and personal information, such as an updated marital status or home address. And of course, any changes to payroll must be communicated to the payroll software or payroll bureau in time for the next payroll cycle.

There isn't a single system that manages both HR processes and payroll well. Payroll systems are highly specialized for managing payroll and taxes but cannot replace an HCM or HRIS for the full employee lifecycle, while HR platforms cannot provide the specialized service that a payroll system offers. Plus, as companies scale and open additional offices overseas, they are faced with different payroll regulations and requirements that are best managed using localized payroll systems, creating even more complexity for multinational companies.

HiBob created Payroll Hub to be a centralized dashboard for managing payroll in Bob. It provides a simplified, secure, and efficient connection between HR management (i.e., Bob) and a company's payroll systems.

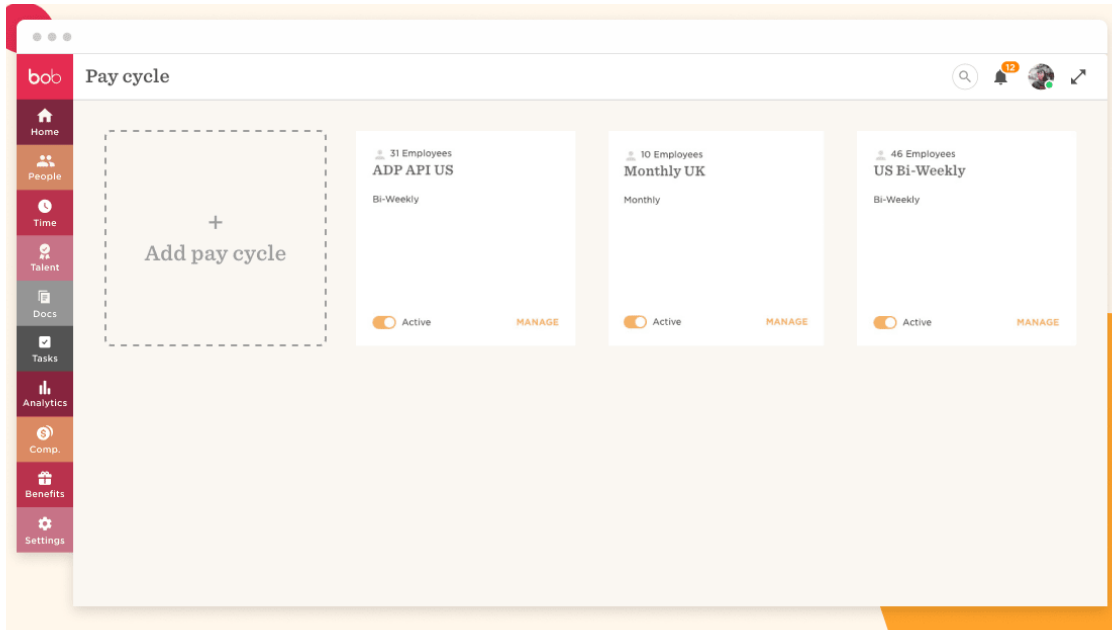
Since Bob is a single source of truth for employee data, it also has the most updated information for payroll. Payroll Hub automatically pulls payroll-related employee data from Bob in real time, creating lists of payroll-related changes for the upcoming payroll cycles. When a company is ready to run payroll, Bob can sync employee data with the payroll systems, ensuring that they have the most updated data for processing payroll without data duplications and errors.



Bob's Payroll Hub

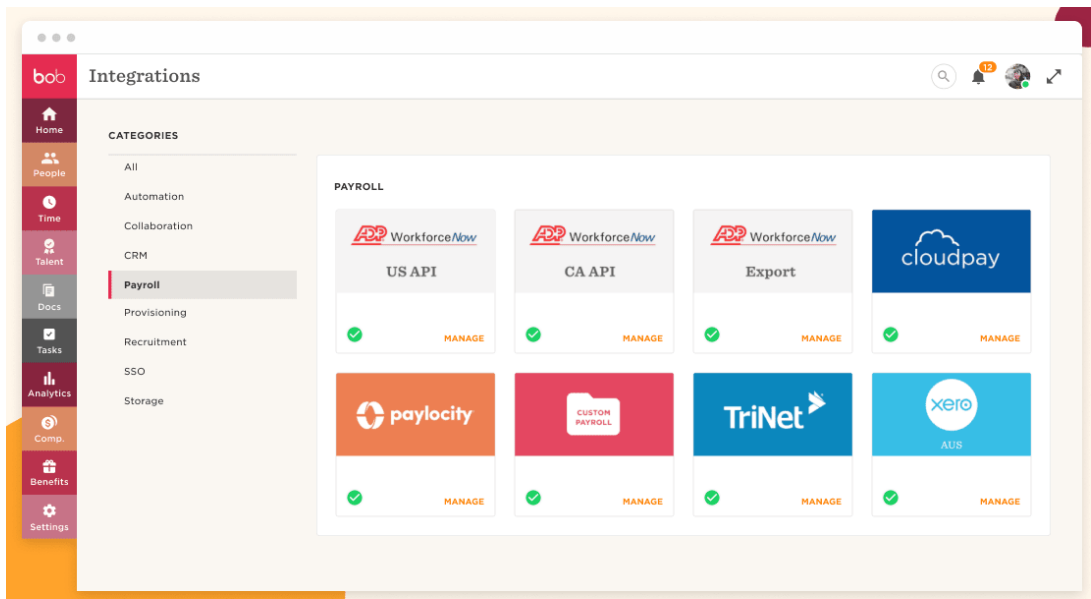
Bob's Payroll Hub supports single-cycle and multi-cycle companies and integrates with multiple payroll systems and pay frequencies (monthly, semi-monthly, bi-weekly, and weekly.) This enables a multi-site company with multiple payroll cycles and multiple payroll systems to track everything payroll-related in one centralized location without the hassle to input data elsewhere.

When a customer sets up a payroll cycle, they will be able to see at a glance all the cycles they are running, their frequencies, and how many employees are included in each one.



Bob's Payroll Hub view of multiple payroll cycles.

HiBob has partnered with some of the leading payroll providers, such as ADP Workforce Now, Cloudpay, and Paylocity, to provide seamless integration between the Payroll Hub and these payroll systems. More integrations will be added in the coming months.



Bob's Payroll Hub view of supported payroll integrations.

Unique Differentiators

At the time of the COVID-19 pandemic, many businesses transitioned to remote work or hybrid work or even work from anywhere. While some companies saw hybrid work as a stage to bringing people back to work 5 days a week from the office, employees really wanted the flexibility of coming in part of the week and working from home part of the week. Faced with vehement pushback and employee willingness to switch jobs to continue hybrid work, companies have made hybrid work a permanent fixture for many professions.

For all its benefits for work-life balance, reducing commute time, and more, hybrid work is not without its challenges, including feelings of loneliness, a lack of social interaction, faster employee burnout, and difficulty of keeping up with hybrid schedules.

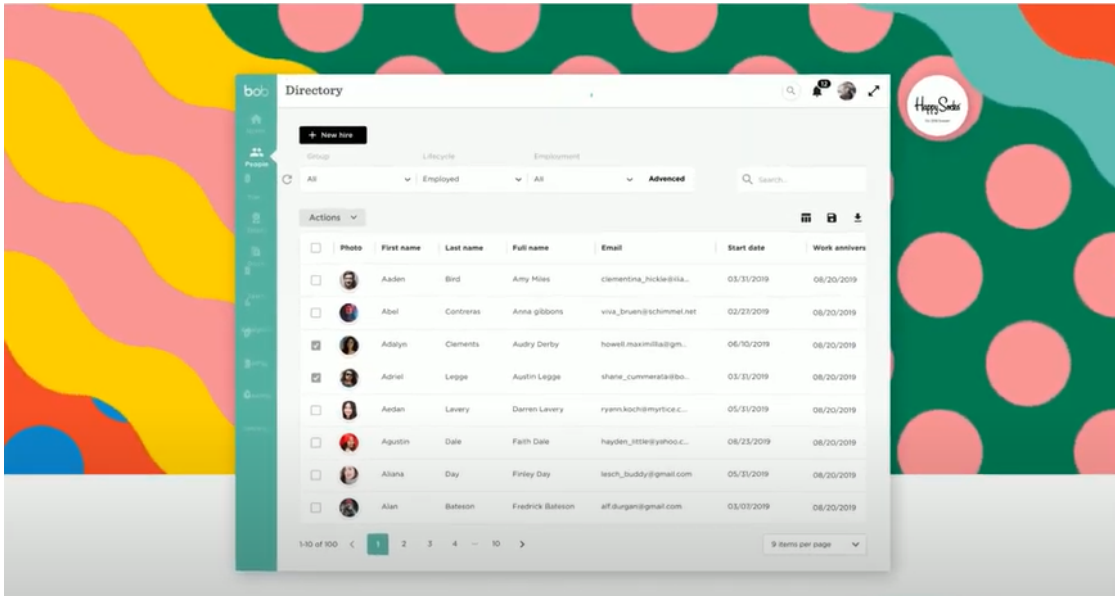
Bob precisely excels in overcoming these obstacles and supplements for the experience that is missing, helping people know each other, communicate and feel a sense of welcome and belonging.

Connecting people in the modern workplace

When comparing Bob to other HCM, it's clear that Bob is the right modern choice for dynamic and fast-growing companies. Not just because Bob excels in core HR functionally, but also because Bob's culture tools connect employees worldwide, creating a great employee experience — wherever people are.

Bob's unique and innovative UI has a distinctly non-technical, fun social media feel, creating a welcoming environment that inspires people to build great working relationships and stay connected to the company.

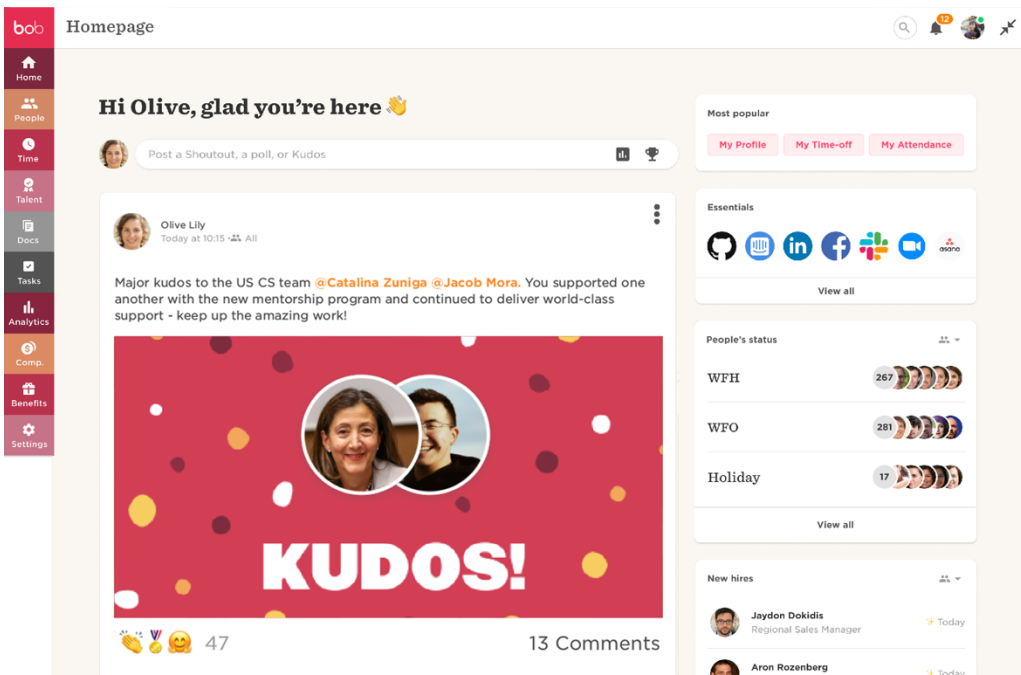
HiBob recognizes that some of the most painful company processes can be related to HR tasks. Bob eases administrative tasks and makes even the most mundane work tasks pleasant, intuitive, and engaging — for HR, managers, and employees.



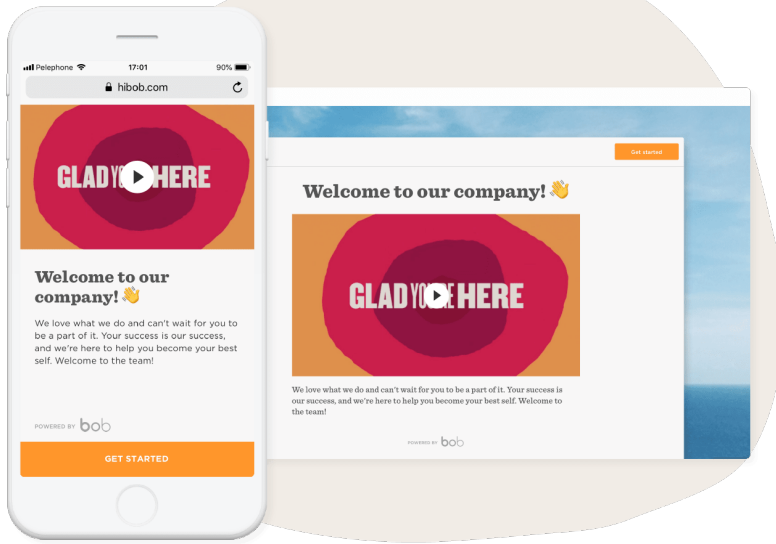
Personalized Bob with custom employer branding.

Key Differentiator	Details	Business Impact
Best-in-class UX/UI	Bob is beautiful and intuitive to use—leading to wider adoption, engagement, and productivity for every employee and manager throughout the organization.	Widespread adoption
Advanced analytics	Bob centralizes all employee data in one place and allows employees to update their own personal data—yielding useful, up-to-date data, creating more robust insights and better decision-making.	Better, smarter decisions
Highly configurable	At its very core, Bob was designed to help our clients grow and expand globally. Unparalleled configuration and localization capabilities allow workflows and processes to adapt to the organization’s ever-changing needs quickly.	Growth and expansion
Company homepage	Bob’s social media-like homepage is a central place for all company information. View birthdays, work anniversaries, and interesting company and people stats, such as gender, hobbies, and interests. See critical information for hybrid and remote workers like who’s in the office, working remotely, out sick, or on vacation. Welcome new joiners, share announcements with Shoutouts or give Kudos to recognize achievements. And like with other social platforms, employees can respond with emojis and comments.	Informed and engaged employees

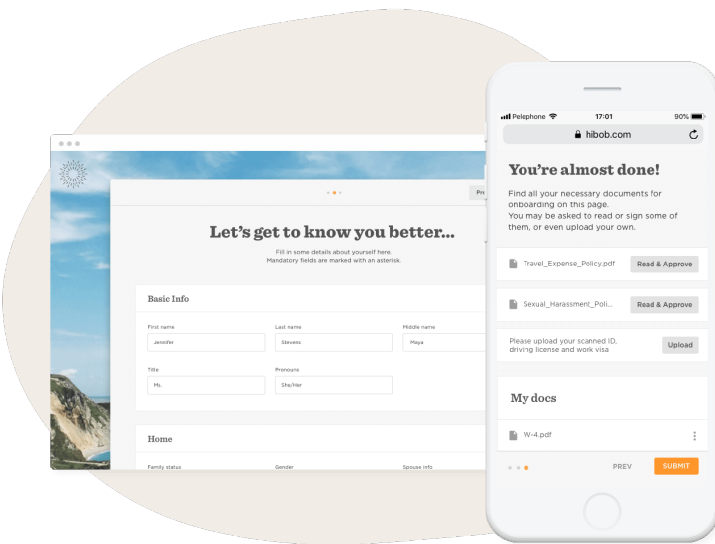
People directory and org chart	<p>With Bob's People Directory, people can search employees, their photos, titles, and to whom they report. View employees by site, department, or team. Use the org chart to see the relationships between people, teams, and departments. A unique Club View app allows people to view peers by hobbies, superpowers, gender pronouns, nationality, site, or any shared interest the company wishes to encourage.</p>	<p>More quickly build relationships</p>
Automated HR workflows	<p>HR teams can save hours of admin time and ensure that no detail is missed using automated workflows. Task lists can be created in just a few clicks to cover important employee events such as preboarding, onboarding, and offboarding. Assign tasks to all relevant stakeholders and request approvals at each stage of the process.</p>	<p>Streamline HR processes</p>
eSign functionality	<p>Remotely complete preboarding and other HR paperwork using eSign, Bob's electronic signature tool. Add signatures, dates, initials, checkboxes, and more—all with eIDAS compliance. Create templates from common forms and let Bob automatically fill in employee details, saving time and ensuring accuracy.</p>	<p>Make paperwork painless</p>



Company Homepage



Onboarding 1



Onboarding 2

Measurable Result

The following text was prepared by Nucleus Research as part of their ROI Awards process. They calculated that HiBob provides a 405% ROI and a payback period of 2.4 months. Nucleus Research ROI Case Study: HiBob — Uala

Nucleus Research analyzed the costs of software, hardware, personnel, professional services, and user training over a three-year period to quantify Uala's total investment in HiBob technology. Direct benefits quantified include avoided hires and software costs. Indirect benefits quantified include onboarding time savings. The indirect benefit is multiplied by a correction factor to account for the inefficient transfer of time between time saved and additional time spent working.

Uala is an Argentinian-based mobile banking application for personal banking and financial management needs. The organization allows users to link prepaid cards and use them for money transfers, purchases, and payments across Argentina and abroad. Users can also track and categorize expenses to facilitate financial planning. Uala currently employs more than 1400 employees and plans to expand across multiple South American countries.

Prior to implementing HiBob in 2020, Uala relied on spreadsheets and manual entries for daily operations and HR processes. The organization was undergoing an extensive expansion of staff and operations at a level that spreadsheets and manual processes could no longer handle, leading to significant strain on the HR operations team, which oversaw onboarding employees and other general HR processes. With no technology solution in place, hiring was effectively capped at the level the HR team could handle with its traditional method of operation. Additionally, the complexity of multi-country operations could not be managed effectively with spreadsheets, prompting business leaders to consider a technology solution that could handle Uala's growth and functionality requirements. The organization also adopted the solution just prior to the pandemic, prompting the need for a solution that could manage the requirements of a remote workforce.

Uala considered multiple solutions but narrowed its search down to BambooHR and HiBob, ultimately choosing HiBob for its strong vendor support and functionality for automation, onboarding, and multi-country operations. The implementation of HiBob was straightforward and was completed in just over one month. The process consisted of the Uala HR operations team downloading and sending existing spreadsheets and employee data to the HiBob implementation team, which then managed the system's configuration. Once the solution was configured to Uala's needs, HiBob was deployed across the entire organization, and all current and incoming employees were successfully registered in the system. Due to the high usability of the solution, Uala incurred no

additional consulting and external training costs, and training after the initial deployment was provided through Hibob HiBob at no cost to the organization.

Increased productivity

Prior to adopting HiBob, Uala's onboarding process was handled by the HR operations team using traditional spreadsheets and manual processes. While these processes were sufficient to manage operations effectively in the beginning stages of the organization, Uala experienced a rapid expansion that its current methods could not support. Since implementing HiBob and digitizing all onboarding processes, the HR operations team, in tandem with HiBob support, was able to build automated processes that added efficiency to several functions, including onboarding. Nucleus found that Uala was able to cut its onboarding time by 50 percent with HiBob, resulting in more than \$30,000 in annual time savings. Additionally, from the beginning of the deployment to the current day, Nucleus found that the organization grew by more than 540 percent without putting additional strain on its HR operations team.

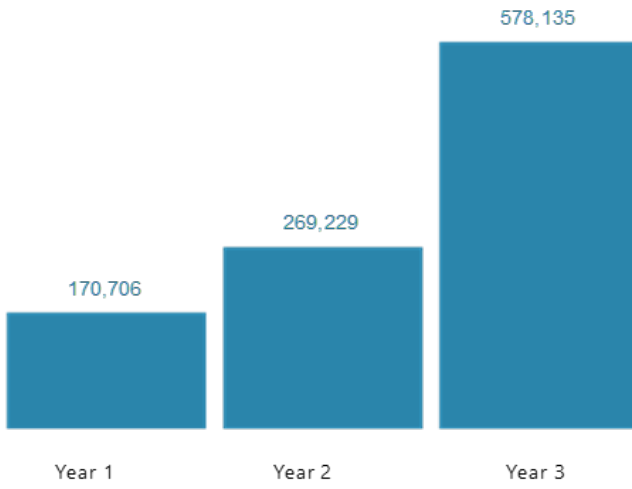
Avoided Hires

One of the most significant benefits resulting from the deployment of HiBob was Uala's ability to avoid unnecessary hiring to maintain an inefficient operational environment. Without HiBob, the organization would have had to triple the size of its HR operations team to keep the level of hiring the organization engaged in before the implementation. Nucleus found that upon implementing HiBob, Uala was able to avoid hiring six additional FTEs onto its HR operations team, resulting in more than \$200,000 in annual savings. Additionally, the organization did not have to hire an additional Business Information employee, resulting in an annual cost avoidance of \$54,000. The organization can now effectively manage large volumes of hiring and maintain daily HR operations without the additional staff that would have been necessary prior to the implementation.

Avoided Software Costs

Uala required a survey tool to track employee sentiment and gather feedback. While the organization looked at standalone survey solutions, the HiBob platform includes a survey tool that is fully integrated at no additional cost. By utilizing the survey tool within HiBob, Nucleus found that Uala could avoid \$6,000 in annual subscription fees that would have been associated with the alternative standalone solution.

Cumulative Net Benefit (\$)



About Brandon Hall Group

With more than 10,000 clients globally and 30 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.



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 twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.