

Solution Provider Profile

WorkTango

October 2024



Company At-a-Glance	
Name of Product/Offered	Employee Experience Platform
Headquarters	Austin, TX
Year Founded	2013
Geographic Coverage	Global
Website	https://www.worktango.com/

WorkTango Solution Overview and Value Proposition

WorkTango is uniting companies and their people through the first holistic Employee Experience Platform that brings together everything you need to create a high-performing, engaged and connected work culture where all employees thrive. WorkTango brings recognition and rewards and employee listening surveys into one intuitive platform – all with your company’s values, culture, and core competencies at its foundation. Drive alignment and productivity across your organization and enable clear measures of success to always know what’s on track and what needs extra attention.

The WorkTango Employee Experience Platform helps organizations:

- Unlock employee potential
- Measure and improve employee engagement
- Create a high-performing company culture that connects hybrid and remote workforces
- Build a stronger company brand
- Gather feedback for any initiative
- Retain high-quality talent
- Foster inclusion, increase equity and reduce bias
- Listen to their employees across the lifecycle
- Increase employee retention

Employee Listening

Employee Listening Surveys allow customers to perform workplace measurements throughout the employee experience and at a range of survey deployment frequencies. Clients vary from annual engagement deployments to weekly pulse surveys and everything in between. Real-time insights can be served to HR or any leader to support swift action and accountability.

Rewards & Recognition

The Rewards and Recognition engine helps to celebrate wins – large and small. WorkTango enables social recognition across all levels so employees, managers and executives alike can recognize employees with a personal message and rewards points. WorkTango's Recognition solution helps employees find meaning in their work in a way that resonates with them, all while tying that meaning to company culture and the larger goals of an organization.

By combining employee listening surveys, recognition and rewards within a single easy-to-use platform, employees become more engaged, managers become better leaders, and productivity and business performance soar.

Holistic Platform Overview

Home Page

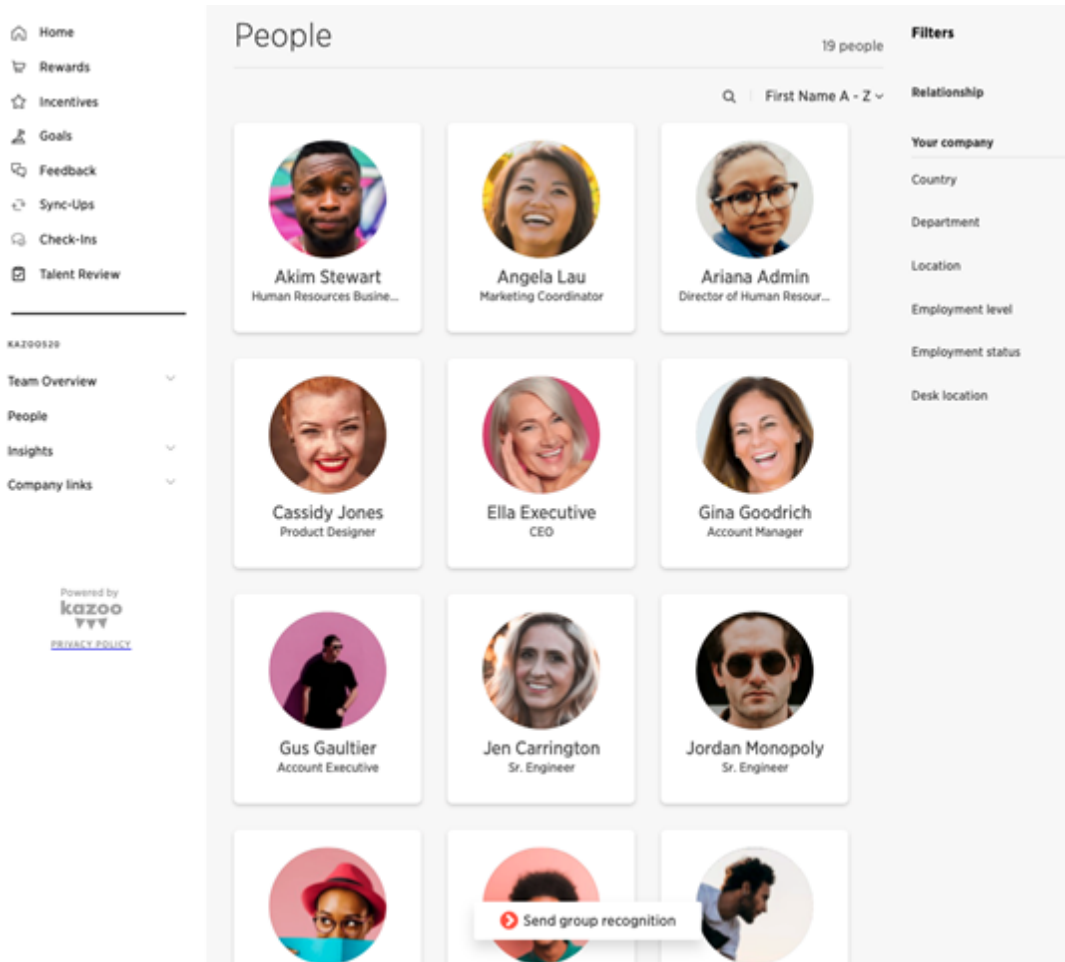
Designed to increase employee engagement, the WorkTango home page gives employees access to core functionality directly from a central place that's easy to navigate and customized to match the organization's brand. Role-based landing page widgets allow organizations to deliver the most relevant content to their employees. They can drive action with to-do items, see pending surveys available, see announcements, interact with reward points, see recognition CTA and real-time activity feed updates — all front and center.

Activity Feed

Similar to popular social platforms, the real-time activity feed reveals recognition, incentives and successful project outcomes — connecting everyone to the positive pulse of the company.

People Directory

The People Directory makes it easy for employees to find and recognize coworkers. A complete user-profile directory, it's fully integrated with an HCM/HRIS system to ensure it's simple to manage and keep up to date.



Insights and Reporting

WorkTango’s dashboards and reports provide organizations with insights — by department, location, etc. — to better understand how employee experience programs are driving collaboration and company culture. At-a-glance and granular reports and visualizations provide a clear, easy-to-understand look at what motivates employee collaboration and performance, as well as program costs and budget over time.

- Presentation-ready reports
- Alerts
- Report scheduling
- Configurable Filters

Integrations

WorkTango offers API and SFTP integrations and integrates with 60+ HCM/HRIS platforms (e.g., ADP, BambooHR, Namely), collaboration tools and messaging apps (e.g.,

Slack, MS Teams), mobile apps (e.g., Speakap), and email and calendar apps (e.g., Outlook).

Employee Listening Surveys Overview

WorkTango has helped many organizations to deploy a robust Active Listening strategy, which includes all layers of planning, communication, change management and program measurement, to support success based on the collective vision that WorkTango builds with its customers.

Expert Advisory and Support

Support design of a robust employee voice strategy, data science and analytics expertise, advisory on recommended actions and customer support.

Platform

Built with modern technology to support listening, understanding and acting on employee feedback surveys. The platform supports both simple and complex organizational structures with a user-friendly design. Modern AI, Machine Learning and Natural Language Understanding technology offer advanced capabilities combined with a user-friendly experience to support adoption. It's inclusive, accessible and available on any device. Designed by psychologists and organizational design experts, the platform and approach offer research-backed and statistically validated questions and assessments. Customers receive the most value with:

- Unlimited surveys for any purpose
- Unlimited administrators
- Unlimited question customization and many other features without hidden costs
- Enterprise-grade security and scale support any organizational structure or language
- Integrated with your HRIS data
- SSO and global data privacy

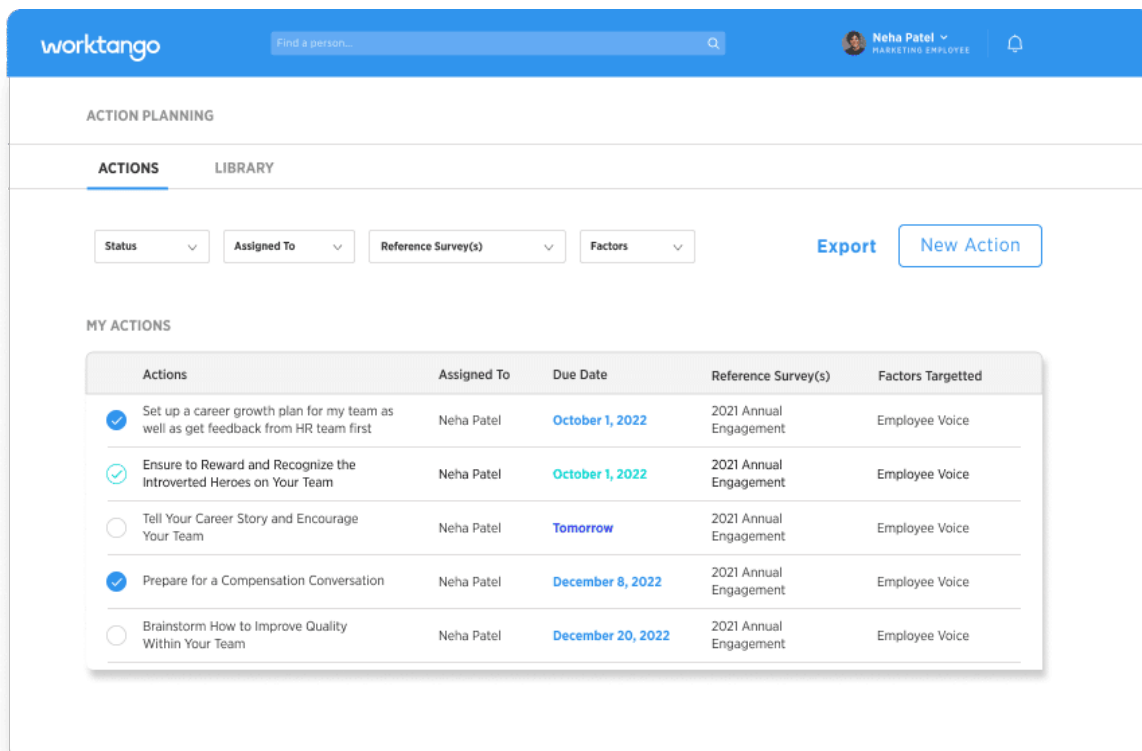
Powerful Dashboards for Leaders provide them access to see their hierarchy, direct reports or any attribute a company chooses. It's simple to immediately see insights that are relevant to each leader in a summarized format.

Predictive Analytics

Data in isolation only tells half the story; robust predictive analytics provided by WorkTango’s platform help businesses understand and predict what actions will yield the biggest impact.

Enable Leaders and Drive Action

Beyond enabling leaders with real-time dashboards and insights, WorkTango supports leaders with recommended learning and actions based on feedback from their teams with the ability to track and measure actions.

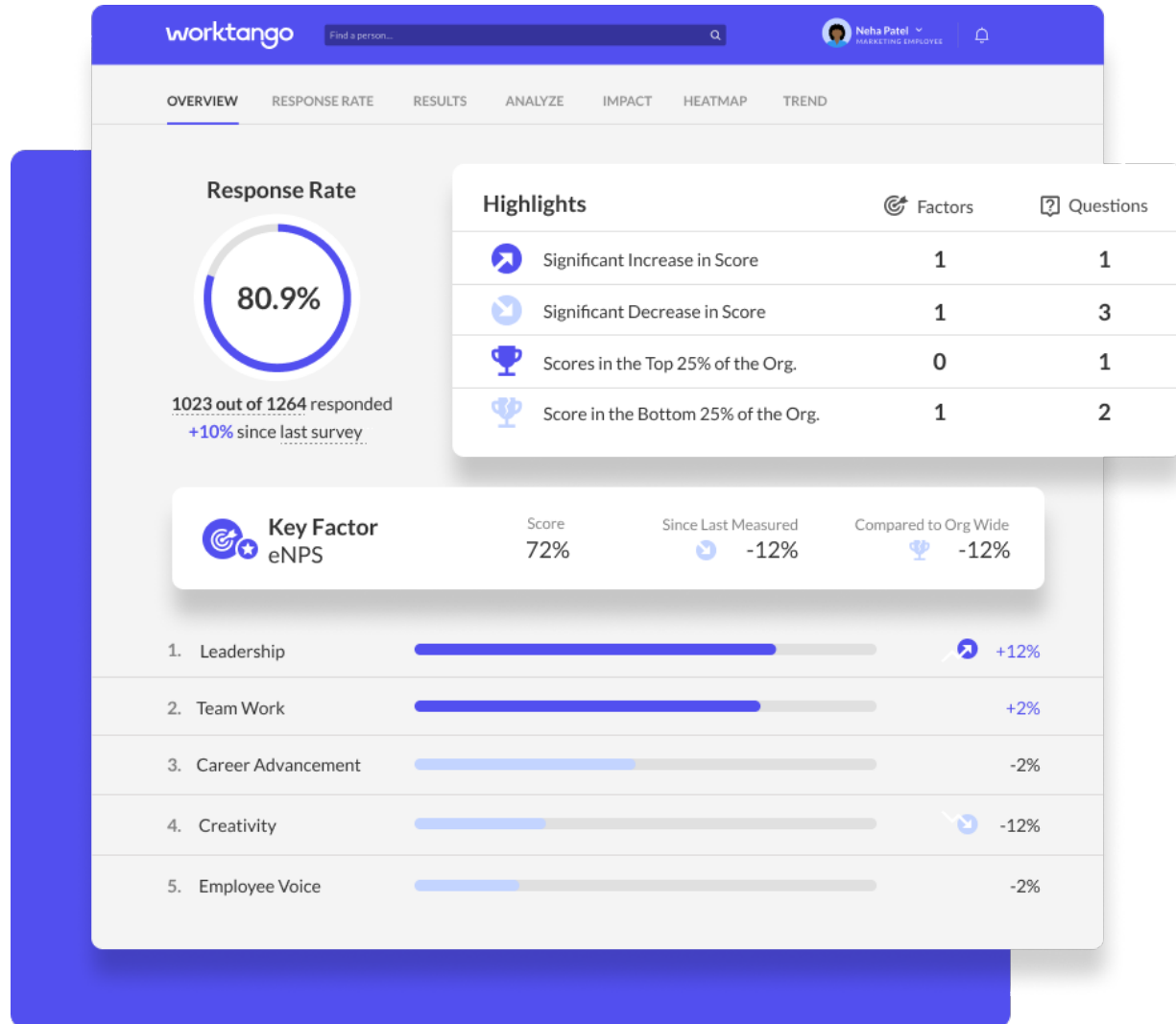


The screenshot shows the 'worktango' interface with a search bar and user profile for Neha Patel. The main section is titled 'ACTION PLANNING' and has tabs for 'ACTIONS' and 'LIBRARY'. Below the tabs are filters for Status, Assigned To, Reference Survey(s), and Factors, along with 'Export' and 'New Action' buttons. The 'MY ACTIONS' section contains a table of tasks.

Actions	Assigned To	Due Date	Reference Survey(s)	Factors Targetted
<input checked="" type="checkbox"/> Set up a career growth plan for my team as well as get feedback from HR team first	Neha Patel	October 1, 2022	2021 Annual Engagement	Employee Voice
<input checked="" type="checkbox"/> Ensure to Reward and Recognize the Introverted Heroes on Your Team	Neha Patel	October 1, 2022	2021 Annual Engagement	Employee Voice
<input type="checkbox"/> Tell Your Career Story and Encourage Your Team	Neha Patel	Tomorrow	2021 Annual Engagement	Employee Voice
<input checked="" type="checkbox"/> Prepare for a Compensation Conversation	Neha Patel	December 8, 2022	2021 Annual Engagement	Employee Voice
<input type="checkbox"/> Brainstorm How to Improve Quality Within Your Team	Neha Patel	December 20, 2022	2021 Annual Engagement	Employee Voice

Insights and Reporting

The platform provides powerful Insights and Analytics so organizations can garner valuable real-time insights across the entire employee lifecycle to see trends, hotspots, and correlations within their data.



Sentiment and Themes from Employee Comments

Organizations can gather qualitative feedback in an intuitive way to support action and see employee sentiment for all qualitative feedback from employees and easily pull-out themes.

✦ AI Analysis HIDE

IN A NUTSHELL
The pace of change has been a topic of discussion among employees. Some employees feel that the pace is too fast, while others feel that it is about right.




THE POSITIVES
Top positive sentiments state that:

- It keeps employees engaged and motivated.

THE NEGATIVES
Top negative sentiments state that:

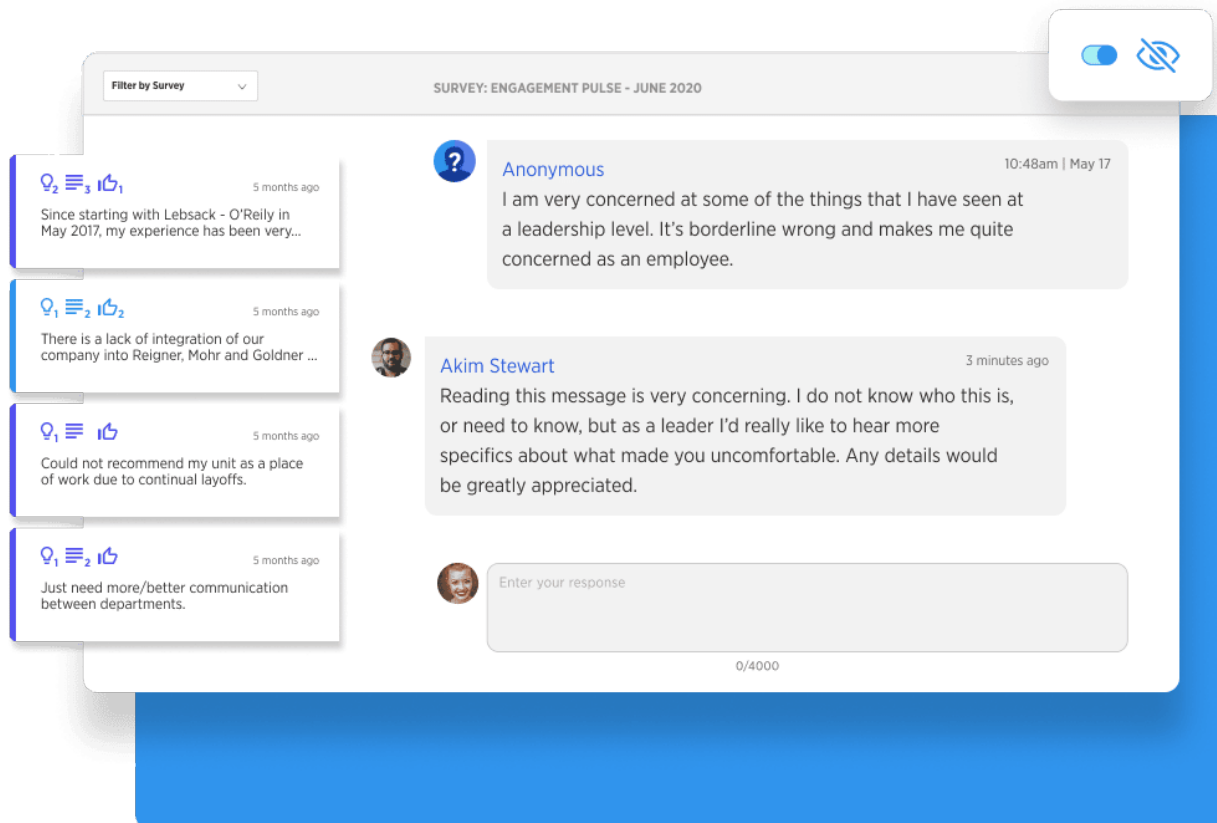
- It can be difficult to keep up with the pace of change.

RECOMMENDED ACTIONS
Overall, it seems that the pace of change is starting to slow down, which is a favourable development. However, it is important to continue to be mindful of the impact that change has on employees.

Acknowledgments and Conversations

Organizations can respond to employee comments to continue the conversation. The employee is always confidential; it's a unique way to have a two-way conversation and extend the value of the survey. Companies can easily acknowledge employee comments in one click to give confidence that responses are being read and worked on.



All screenshots provided by WorkTango

Recognition and Rewards

WorkTango helps employees find meaning in their work again and ties it to the organization's culture and larger goals. Recognition plays a critical role in driving employee engagement, providing high-impact, lower-cost means to improve the employee experience and motivate employees, no matter where they are. Impactful recognition programs create a connected culture of appreciation, reinforce core company values, drive company-wide initiatives and align employee behavior to key business goals.

Recognition

WorkTango enables social recognition across all levels so employees, managers and executives alike can recognize employees with a personal message and rewards points. Within the platform activity feed, anyone can amplify the recognition with "high-fives" and comments, creating awareness and connection across the organization.

- Send public or private recognition and rewards points to one or more people
- Add company values and key skills/competencies
- Add emojis, GIFs and images
- Pin noteworthy recognition to the top of the activity feed

Milestone Celebrations

Automated celebration recognitions with preset points totals or tokens ensure employees feel extra appreciated on their special days. Whether work anniversaries or birthdays, employees can quickly see the number of occasions to celebrate that day, and can send anniversary or birthday recognitions from the home page.

Nominations and Awards

Create, schedule and manage custom nominations and awards that reflect the company's core values, business goals and company culture in just a few minutes — and all in a single location.

- In-platform employee nomination submissions
- Central nominations repository
- Review nominations by nominee

Special Recognition

Special Recognition allows admins to send a recognition on the company's behalf, either for milestone celebrations or ad hoc use cases that fall outside of traditional recognition. With a distinct yet company-branded UI treatment, Special Recognitions draw greater attention to employee successes and highlight truly exceptional moments.

- **Employee Experience program support.** Special Recognition is also a great feature for managing time-bound initiatives, like competitions or organization-wide challenges. It provides more support for core values and mission-critical behaviors, driving greater participation in corporate programs, e.g., Salesperson of the Quarter, Recognition of the Month or a company wellness challenge.
- **Special Catalogs.** As part of Special Recognition, organizations can create Special Catalogs, allowing for a more targeted rewards experience that coexists with traditional rewards and incentives programs. Special Catalog provides a framework for managing special programs within WorkTango, such as L&D, DE&I or wellness initiatives, by allowing businesses to create small, discrete rewards catalogs consisting of a small selection of rewards curated for the occasion.
- **Tokens.** Special Catalogs introduce a second rewards currency: tokens. Each special catalog an organization creates has its own token type; when an employee is awarded a token via Special Recognition, it's displayed alongside their "points earned" balance in their Wallet widget.

Rewards

When paired with the ability to offer custom, personalized and group rewards on a global scale, points-based rewards systems also drive inclusivity, more closely connecting the workforce across multiple departments, locations or countries.

Rewards Engine

- Global rewards catalog. WorkTango's Rewards Catalog offers at-cost, custom, zero-cost and experience-based rewards. It includes several features curated to create a delightful end-user experience and smarter shopping, substantially increasing the number and type of rewards organizations can offer their employees. The automated catalog setup and global fulfillment centers also reduce administrative burden and cost.
 - 1.5 million to 2 million charities, including support for local charities
 - Experiences including travel, hotels, ticketed events
 - 1,400 gift cards, including nationwide and local retailers
 - 100,000 merchandise offerings
- **Intuitive interface.** The WorkTango rewards catalog has a sleek, intuitively designed user interface with faceted browsing, attribute grouping, featured categories and brands, and a comprehensive rewards menu to make it easy for employees to search and find exactly what they're looking for.
- **Custom rewards.** Easily create custom rewards within the WorkTango platform that are specifically aligned with culture, reinforce company values or recognize certain milestones or achievements.
- **Point pooling.** Create rewards that allow employees to pool their points together for redemption such as pitching in for a good cause, redeeming to raise funds for a coworker in need and combining for an on-site or virtual team-building event.

Encourage Positive Employee Behaviors and Set the Business Up for Success

Incentives are a powerful way for employees to earn points for activities that are a priority for a company. With WorkTango, organizations can create custom incentives based on company objectives, programs, core values or any behaviors that help employees and the business succeed.

Incentives encourage participation in company initiatives, reward employees for achieving KPIs or business goals, promote learning and development, and inspire social impact and wellness challenges.

Custom Incentives

- Performance (KPIs, goal completion)
- Program participation (goal setting, open enrollment)

- Challenges (L&D, wellness, social impact)

Incentive Creation

- Light gamification
- Custom images and descriptions
- Configurable rewards points totals

Incentive Management

- Set redemption rules and time limits
- Add comments, files and URLs
- Permissions, categories and groups

Identify High-potential Employees and Develop Leaders with Data-driven Talent Reviews

Informed by regular, year-round Sync-Up and Check-In conversations, feedback, recognition, goals and platform engagement metrics, Talent Reviews allows managers and leaders to recognize and reward high performance and high potential, reduce systemic and unconscious bias in the evaluation process, spot under-performing team members and build organizational bench strength for the future. WorkTango's Talent Review provides a consistent, well-calibrated process for evaluating talent's potential and performance, complete with a clear, intuitive interface, in-platform guidance and support documentation and resource articles.

Employee Evaluation

- Eight out-of-the-box research-backed questions
 - Four performance-oriented questions
 - Four potential-oriented questions
- Automatic or direct, editable 9-box placement with box definitions
- Compensation, title, and flight risk recommendations

Talent Review Management

- Configurable user segmentation
- Actionable summary dashboard

Analysis by Brandon Hall Group™

Situational Analysis

All organizations are focused on employee engagement. Many employers have committed themselves more than ever before to listening to employees and fostering engagement, and considering employee well-being as a driver of individual and organizational performance, according to Brandon Hall Group research.

Challenges to the Business

However, most employers are not really tuned in to what employees experience every day and the collective impact it has on their productivity, performance and engagement. Employers need more than data from listening to employees. They need to connect with employees regularly and gain insights to make better people decisions to drive engagement and retain top talent.

Implications for the Business

Businesses that don't understand what employees are experiencing and take steps to help them grow and develop in the organization will struggle to retain top talent and be at a competitive disadvantage. Leaders must be able to connect with employees in many ways — by giving feedback, coaching, recognizing meaningful contributions and understanding their personal and professional goals. Employees must have a clear understanding of what their relationship with employers gives them. Today's employees must know "what's in it for them."

Questions to be Answered by the Business

- Are we listening to our employees and connecting with them consistently and in meaningful ways?
- Are we using the insights we gain from interactions with employees to drive performance and give them opportunities for success?
- Do we provide our managers with the tools and support they need to collaborate with employees and engage them in ways that lead to improved individual, team and organizational performance?
- Are we able to move fast enough to create change in the organization to meet the needs of the business, employees, customers and all stakeholders?

WorkTango as the Answer

WorkTango's value lies in its unified approach to managing various aspects of the employee experience, including recognition, feedback, wellness, surveys, and insights. By integrating these functions into a single, user-friendly interface,

WorkTango facilitates better communication and collaboration while creating a more positive work environment. A key strength of the platform is its focus on data-driven insights and action planning, providing organizations with real-time visibility into engagement trends and enabling targeted interventions to enhance satisfaction, productivity, and retention.

WorkTango's strategic advantages include its holistic approach to employee experience management, powerful analytics capabilities, and ability to enhance engagement through a culture of recognition and growth. The platform streamlines communication, adapts to organizations of all sizes, and seamlessly integrates with existing HR and communication systems.

The platform differentiates itself through its emphasis on action planning and industry-specific expertise, particularly in sectors such as financial services, manufacturing, technology, and government. The company's commitment to customer success, coupled with dedicated support and resources, further enhances its appeal to organizations seeking to improve their employee experience.

Contribution Team:

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