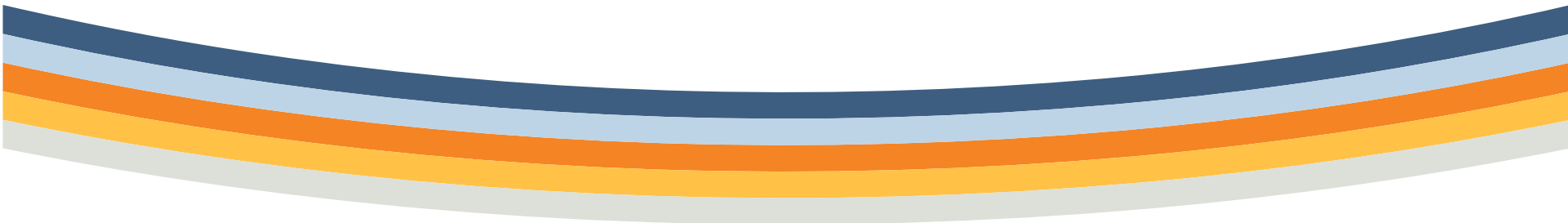


 **WorkBuzz**

**LIVE! 2024**

# Steven Frost

CEO & Founder





# What to expect

- Our journey and recap 2024
- BIGGEST and recent product enhancements
- Our guiding principles
- 2025 roadmap – what innovations to expect





**150**  
Attendees

**100+**  
Companies

# Work Buzz

🌈 Locked up and locked down – The Class of 2020! 🌈



Shazza

DB2

Dawnie

Mitchell

Carol

Steve

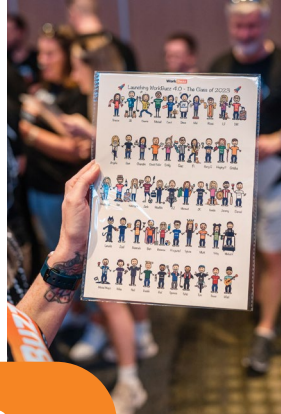
Mel

Ross

Lil

DB1





# Platform

# People







Agenda   
consulting

# Our VISION

To help improve the working lives of one million people.



Not-for-profit expertise



Sector benchmarks

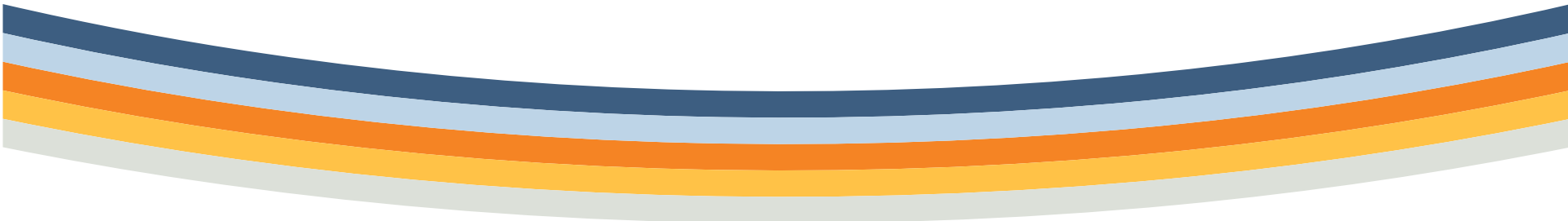


Volunteer surveys

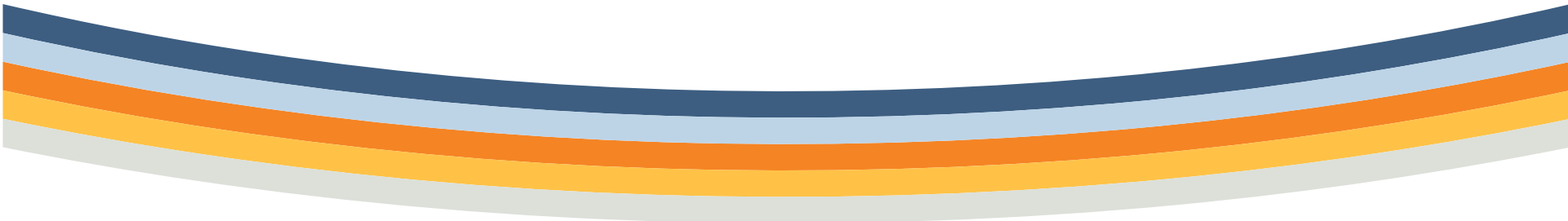


# Lewis North

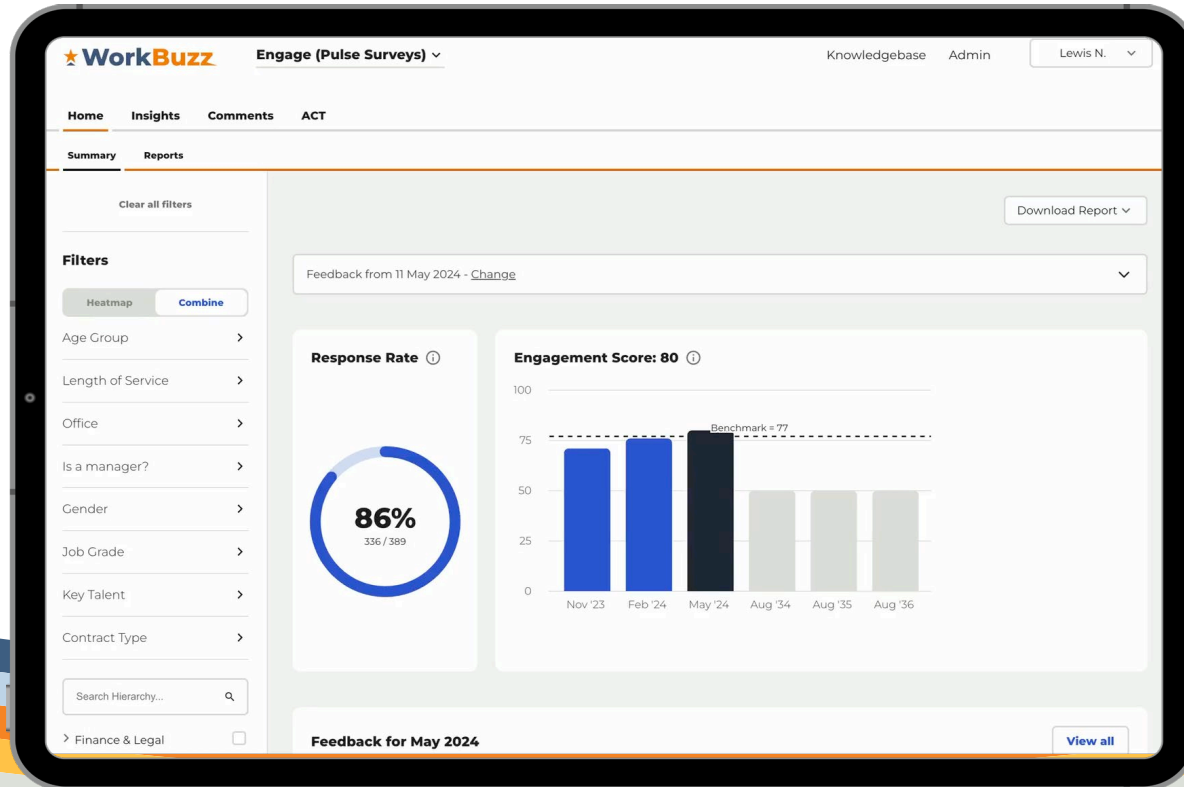
CTO



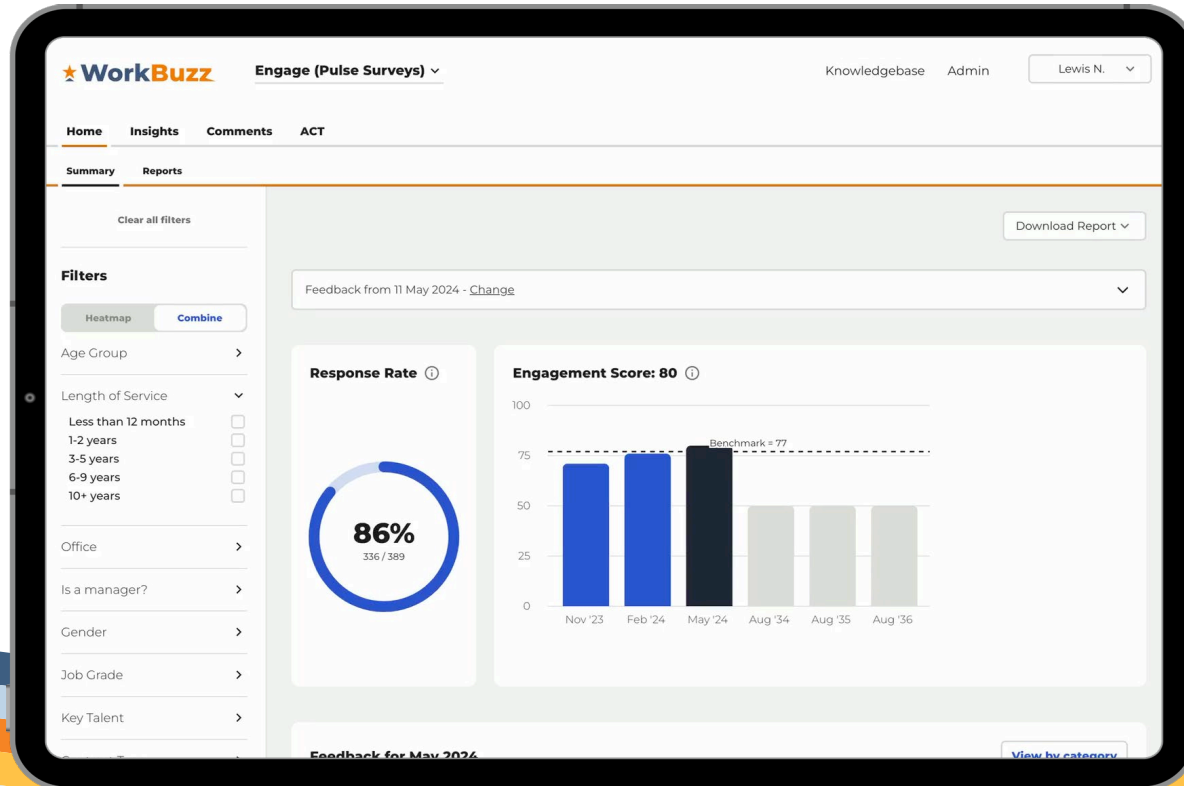
# What's New At ★ WorkBuzz



# New dashboards

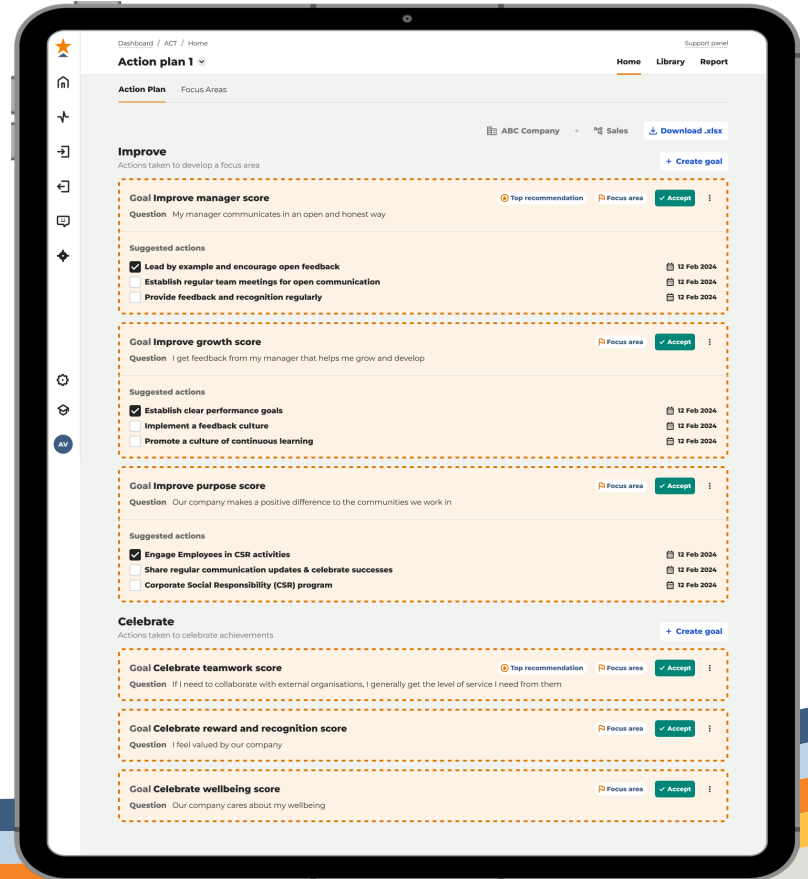


# Heatmapping



# Action Planning

- Improved User Experience
- Matrix Managers
- Filtered Reports
- Celebrate Focus Areas



“

***I love this! Looks so much more intuitive and really love the new heatmap features!***

”

Jessica Lloyd  
TLT



# What we believe



# #1

Our frontline  
colleagues are our  
Everyday Heroes





# #2

Employee listening  
will change more in  
the next 3 years, than  
the last 30





# #3

## HR are the agents of change





# #4

We commit based  
on the voice of the  
customer



# The Future of Real-World Insights

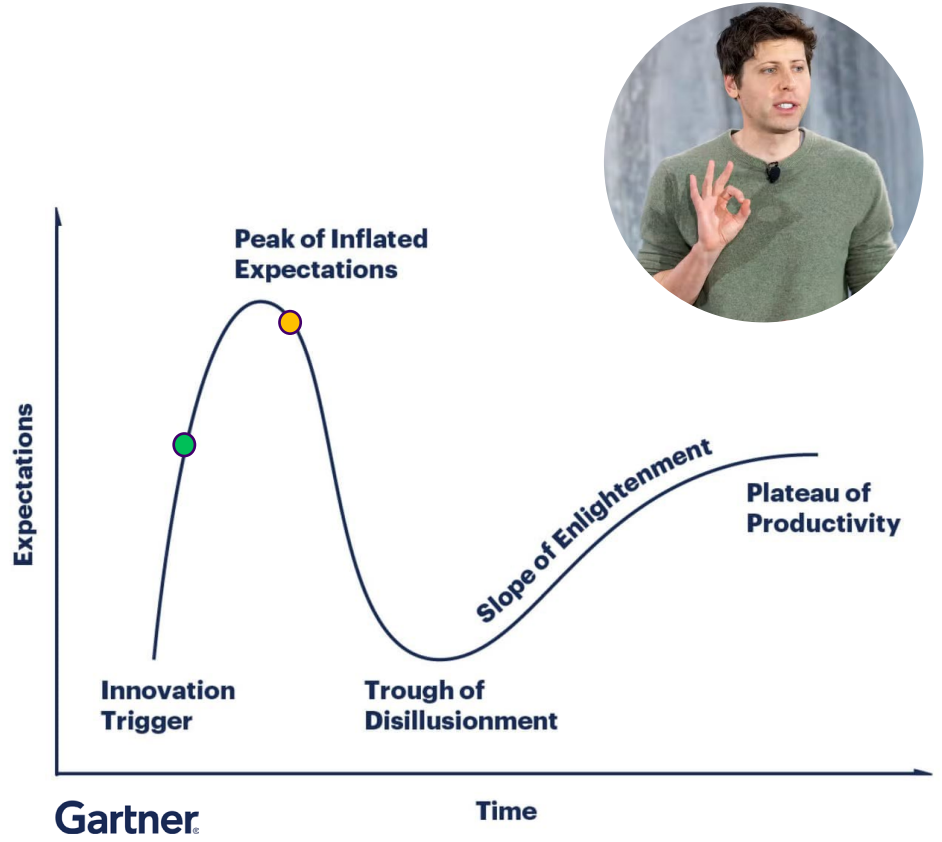
3

# What's happening with AI in our organizations?



# #AI

## Peak Hype-Cycle



# #AI

Peak Hype-Cycle

FOMO

An orange speech bubble with a white drop shadow, containing the text "What is our AI strategy?".

What is our  
AI strategy?

# #AI

## Peak Hype-Cycle

## FOMO

## Clarity & Governance



ChatGPT 4o mini

Log in

Sign up

What can I help with?

Message ChatGPT

Get advice

Summarize text

Make a plan

Brainstorm

More

By messaging ChatGPT, you agree to our [Terms](#) and have read our [Privacy Policy](#).

# One of Your Big Challenges

# The Double-Sided Problem



## HR Teams

- Scale of large organizations
- In demand & at capacity
- Under resourced
- Managing stakeholders
- Unable to support all people leaders



## People Leaders

- Limited expertise
- Understanding the 'WHY?'
- Overwhelmed by data
- Time poor
- Not prioritizing over 'day job'

# Solving The Double-Sided Problem



## HR Teams

- Scale of large organizations
- In demand & at capacity
- Under resourced
- Managing stakeholders
- Unable to support all people leaders



## People Science

Expert support for  
Presentations,  
Insights, Coaching, &  
Action Planning

## People Leaders

- Limited expertise
- Understanding the 'WHY?'
- Overwhelmed by data
- Time poor
- Not prioritizing over 'day job'

# Client Leadership Forum

BankBuzz Customer  
Advisory Board Meeting

September 2022



# Our People Science Team

MANCHESTER CITY FC HAS COMPLETED OUR FIRST MONTH TO MANCHESTER CITY BECAUSE WE'VE SET OUR OWN GOALS AND WE'VE MET THEM. WE'VE SHOWN OUR SUPPORTERS WE CAN BE THE BEST IN THE LEAGUE AND WE'VE PROVEN TO OURSELVES WE CAN BE THE BEST IN THE LEAGUE. WE'VE SHOWN OUR SUPPORTERS WE CAN BE THE BEST IN THE LEAGUE AND WE'VE PROVEN TO OURSELVES WE CAN BE THE BEST IN THE LEAGUE. WE'VE SHOWN OUR SUPPORTERS WE CAN BE THE BEST IN THE LEAGUE AND WE'VE PROVEN TO OURSELVES WE CAN BE THE BEST IN THE LEAGUE.





**443%**

**of clients pay for  
People Science support**

**0%**

**What % of clients pay for  
People Science to sit with every manager?**

A young woman with long brown hair, wearing a beige sweater, stands in a crowded city street. She is holding a light blue rectangular sign with both hands above her head. The sign contains the text "Make People Science Accessible For All". The background is a blurred city street with many people and buildings.

**Make People  
Science  
Accessible  
For All**

# Introducing People Science AI



**1,000,000**  
**HOURS**



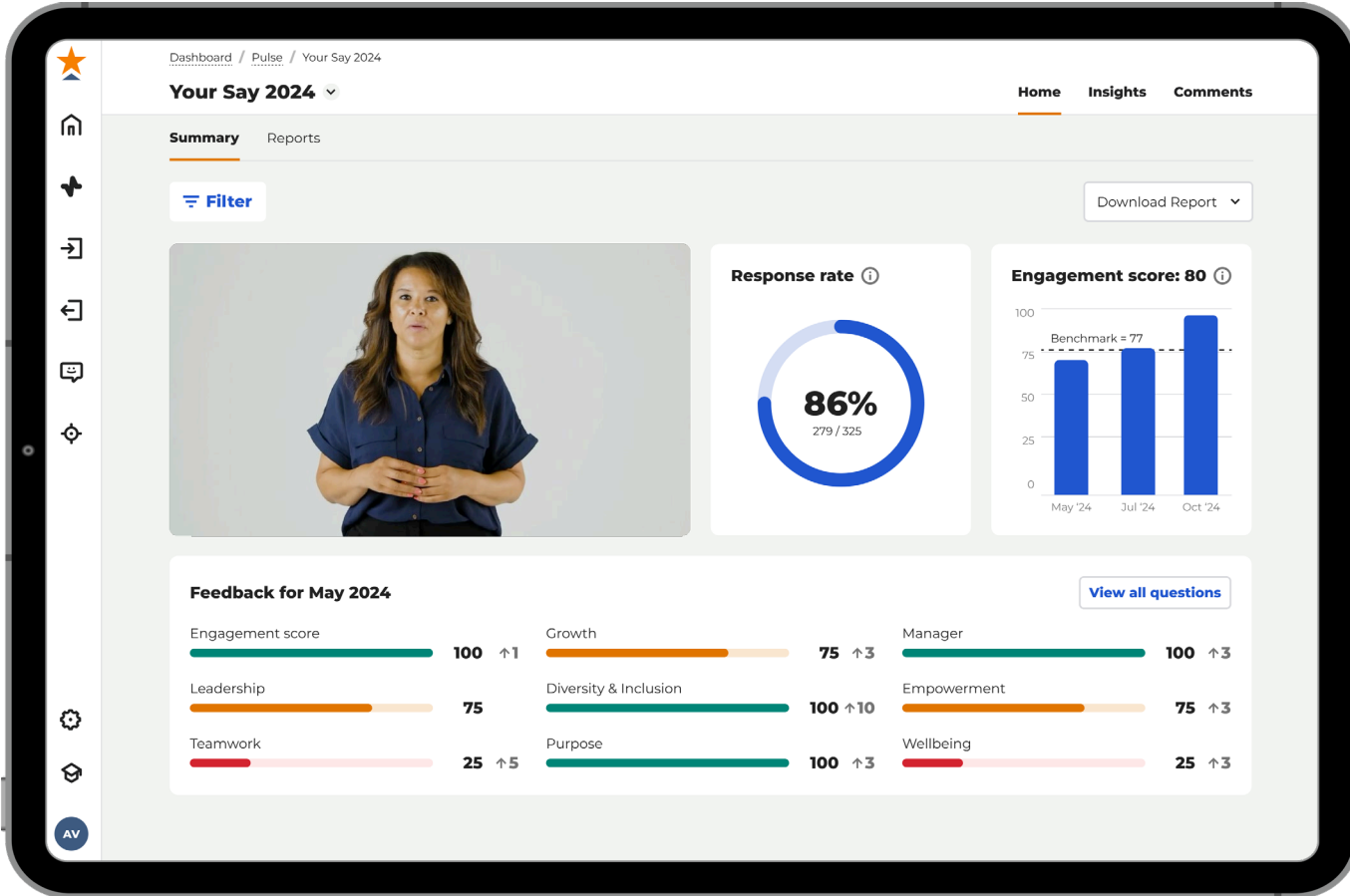




# Explaining Survey Results



# Explain – People Science AI Executive Summary



# Explain – People Leader Survey Summary

Dashboard / Pulse / Your Say 2024

## Your Say 2024

Summary Reports

Filter

### People Science AI

- [What is impact on engagement? >](#)
- [What will I get from my results? >](#)
- [Response rate >](#)
- [Colleague engagement >](#)
- [Areas to improve and celebrate >](#)
- [Conclusion >](#)

#### Feedback for May 2024

Engagement score	100	↑1	Growth
Leadership	75	0	Diversity & Inclusion
Teamwork	25	↑5	Purpose

#### People Science AI

Summary of response rate and engagement scores

The department achieved a strong response rate of 88%, which is 3% higher than the overall company rate of 85%. This high participation suggests the feedback accurately represents the team's views.

The department's engagement score is 81%, which is 9% below the company average and 4% lower than the previous survey. This indicates a concerning trend in overall engagement.

Looking at key engagement components, pride in working for ABC Co is high at 86%, but 8% below the company average and 2% lower than before. Intent to stay remains strong at 83%, slightly up by 2% but still 4% below average. Motivation (79%) and advocacy (76%) show more significant declines, dropping 5% and 13% respectively, and falling further behind company averages.

Next: Summarise how the team is feeling

# Explain – Comment Analysis

SENTIMENT ACCURACY

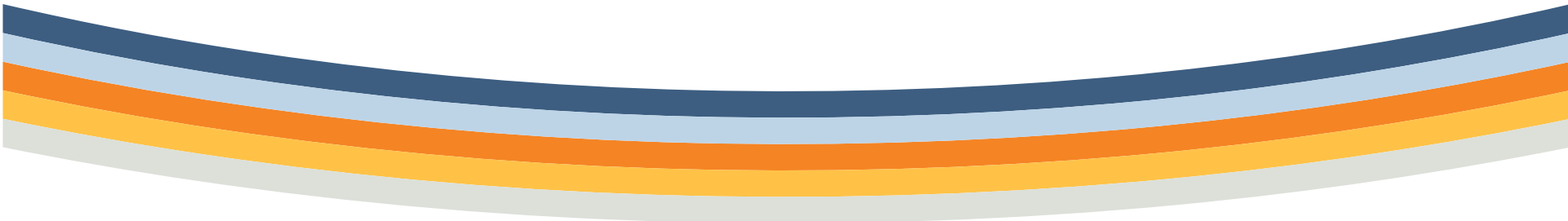
91%

CLASSIFICATION

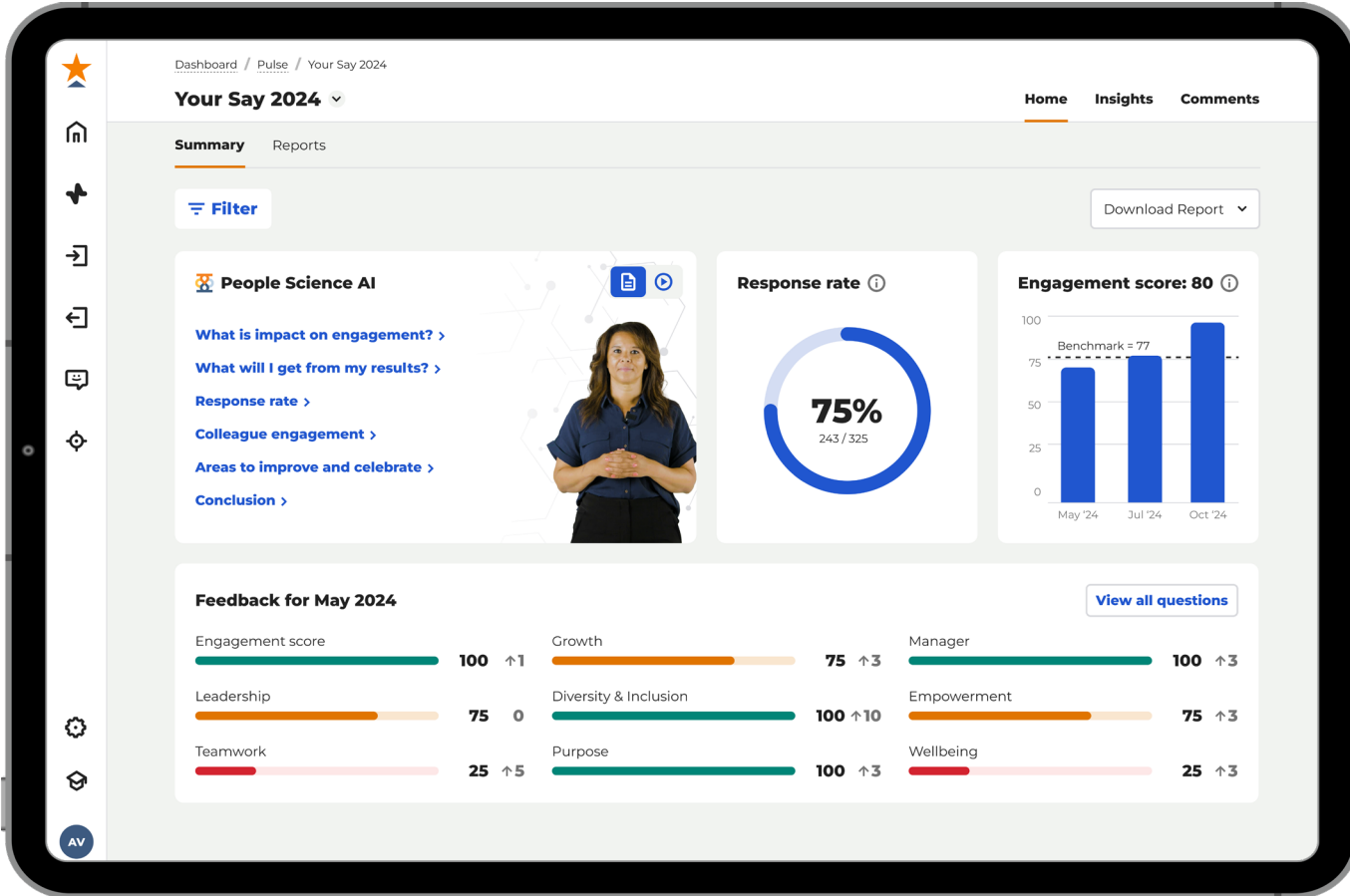
3 TOPICS



# Coaching & Guidance for Your People Leaders



# Educate & Guide – Manager Coaching & Survey Summary



# Educate & Guide – Manager Coaching

The screenshot displays a dashboard for 'Your Say 2024' with a sidebar on the left containing navigation icons. The main content area is divided into sections: a 'Summary' section with a 'Filter' button, a 'People Science AI' section featuring a woman's video and a list of questions, and a 'Feedback for May 2024' section with progress bars for various metrics.

**Dashboard / Pulse / Your Say 2024**

## Your Say 2024

Summary Reports

[Filter](#)

### People Science AI

[What is impact on engagement? >](#)  
[What will I get from my results? >](#)  
[Response rate >](#)  
[Colleague engagement >](#)  
[Areas to improve and celebrate >](#)  
[Conclusion >](#)

#### Feedback for May 2024

Engagement score	100	↑1	Growth
Leadership	75	0	Diversity & Inclusion
Teamwork	25	↑5	Purpose

### People Science AI

What is Impact on Engagement?

When looking at employee survey results, it might seem logical to focus on questions with the lowest scores. After all, fixing low scores seems like it would improve engagement. However, this approach often misses the mark because many low-scoring areas are 'hygiene factors' – things like pay or basic work conditions. While important, these factors don't always have a strong impact on how engaged or motivated people feel.

To help you focus on what truly drives engagement, WorkBuzz uses a statistical tool to sort questions by their impact on motivation.

Each survey question is rated on its potential influence, from "Very High Impact" to "Low Impact." This way, you can identify the areas that have the biggest effect on engagement and take action where it matters most.

[Tell me about engagement](#)

# Educate & Guide – Action Planning

Dashboard / ACT / Action Plan 1

## Action Library

Filter by question

I trust the senior leadership team at ABC Company

**Action Name**

**Hold regular team meetings to discuss company goals**  
By holding regular team meetings to discuss company goals, you can ensure t clear understanding of the overall goals. This helps to align everyone's efforts t improves employee engagement.

**Establish transparent communication channels for change m**  
Implementing transparent communication channels helps in managing chan informed and involved throughout the process. This increases trust, reduces u organisational goals.

**Improve communication channels**  
By improving communication channels, employees will have better access to leading to increased effectiveness.

**Implement a clear and transparent communication strategy**  
Improving communication within the team is crucial for better organisation. V timely and relevant information, it becomes easier to align priorities and coord

**Implement a Recognition Program**  
Implementing a recognition program helps to foster a positive work culture ar appreciation for good work, increases motivation, and encourages teams to pe

**Provide Clear Career Progression Paths**  
Implementing clear career progression paths will give employees a sense of di that there are indeed opportunities for growth and development within the c

**Purpose** Question | understand our company's overall goals

## Hold regular team meetings to discuss company goals

**Benefits of this action**  
By holding regular team meetings to discuss company goals, you can ensure that your team is well-informed and has a clear understanding of the overall goals. This helps to align everyone's efforts towards the same objectives and improves employee engagement.

Schedule regular team meetings where you can provide updates on the company's overall goals. Use these meetings as an opportunity to explain the goals, their importance, and how each team member contributes towards achieving them. Encourage open discussions, address any concerns or questions, and emphasize the relevance of the goals to each individual's work.

[Cancel](#) [+ Add to goal](#)

**New!**  
**WorkBuzz**  
**Advanced**



# Multi-Language Dashboards



**50**  
Available  
Languages

The screenshot displays the WorkBuzz Engage (Pulse Surveys) dashboard. At the top, the WorkBuzz logo is on the left, and 'Engage (Pulse Surveys)' is in the center. On the right, there are links for 'Knowledgebase', 'Admin', and a user profile for 'Lewis N.'. Below the header is a navigation bar with 'Home', 'Insights', 'Comments', and 'ACT'. Underneath, there are tabs for 'Summary' and 'Reports'. A 'Clear all filters' button is visible. On the left side, there is a 'Filters' section with 'Heatmap' and 'Combine' options. The filters include: Length of Service, Office, Age, Manager, and Contract Type, each with a dropdown arrow. Below these is a 'Search Hierarchy...' search box. A list of categories with checkboxes is shown: Finance & Legal, Operations, Business Development &..., Business Development, Sales, and Telesales Inbound. The main content area features a 'Download Report' button and a dropdown menu showing 'Feedback from 10 Sep 2023 - Change'. Two primary metrics are displayed: 'Response Rate' at 77% (296 / 384) shown in a donut chart, and 'Engagement Score: 70' shown in a bar chart comparing Sep '23, Dec '23, Mar '24, and Dec '24. At the bottom, there is a 'Feedback for Sep 2023' section with a 'View all' button and a language selector set to 'English'.

# API Integration from HRIS, Payroll & Comms platforms

workday.

bob

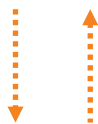
sage

bamboohR

breathe

SAP SuccessFactors

+100s of other platforms



 **WorkBuzz**

The Power of Real-World Employee Insights



## Automation

Perfect for triggering onboard and exit surveys.



## Easy to setup

Create the report in your platform and schedule the automated distribution to WorkBuzz.



## Integrated

Access the survey from your comms platforms, intranets and 3<sup>rd</sup> party tools.



# WorkBuzz Advanced Arriving January 2025

Sign up before the end of December 2024,  
and get a free upgrade to WorkBuzz Advanced  
for the first 12 months\*

\* T&Cs apply. Minimum 2 year rolling contract.

