



Employee Engagement in a Post-Pandemic World

**MEETING
PULSE**
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Enabling the Future of Work.
Virtual Events. Real Interactions.



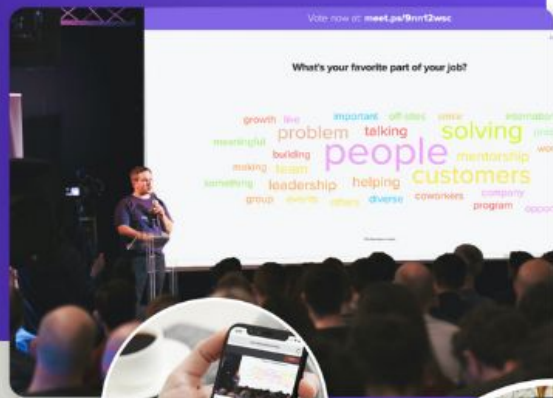
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A grid of 48 individual portraits of people from various backgrounds, ages, and genders. The portraits are arranged in a 6x8 grid. A central white rectangular box contains the text "EVERYBODY'S VOICE SHOULD BE HEARD." in bold, black, sans-serif capital letters. The portraits show a wide range of expressions and settings, from professional office environments to casual outdoor scenes. Some portraits include video call interface elements like microphone icons, mute buttons, and camera icons.

EVERYBODY'S VOICE SHOULD BE HEARD.

**MEETING
PULSE**



**Technology to
manage
interaction and
engagement at
every touchpoint**

Today's Challenges in Workplace Culture

- ❖ Companies work hard to attract the right top talent
- ❖ Retention is in jeopardy because of a variety of factors
- ❖ According to McKinsey, about 90% of organizations will offer some form of a mix of remote and on-site work
- ❖ Employee satisfaction more difficult to track and address
- ❖ Apathetic workforce costs US companies between \$450-550 billion per year in accidents, absenteeism, and other inefficiencies
- ❖ Cultivating constructive culture and fostering productivity is no easy task

Solution: Employee Feedback and Engagement

- ❖ Give your employees a voice, regardless of location or proximity
- ❖ Gather actionable insights, real time, into sentiment and attitude
- ❖ Get critical feedback at any point of contact, on a myriad of devices
- ❖ Leverage reporting and analytics tools that process the data they capture
- ❖ Use the information to make adjustments to management practices and implement initiatives that improve the workplace
- ❖ Use data and insights to make the work environment one that employees won't want to leave

Rethink: Employee Engagement Methods

- ❖ Due to major shifts in technology and corporate culture, **the old-fashioned engagement survey has become outdated**
- ❖ Relevant, interactive, timely, and actionable data can now be had at every employee touchpoint in order to retain valuable employees – and ultimately to secure corporate success



How: Employee Engagement Technology

- ❖ Ease of use for all, from HR team to entire organization
- ❖ Lower TCO and more immediate ROI than HRIS/HRMS
- ❖ Real-time access for responses and analysis
- ❖ Multiple use cases – surveys, evaluations, 360s, company meetings, etc.
- ❖ Browser based across devices, with no need for dedicated IT support
- ❖ Secure, with manageable enterprise access control
- ❖ Ability to provide anonymity greatly improves response rates and candor

Engagement Technology Benefits

- ❖ Engaged employees tend to be more productive, more dedicated workers
- ❖ Instant feedback reflects employee sentiment in the moment
- ❖ Employees are much more likely to respond while they're in a session rather than by email or paper survey afterwards
- ❖ For training, real time solutions can help organizers gauge how well attendees are grasping content
- ❖ Response technology can help with tracking for compliance purposes
- ❖ Studies have shown that companies that focus on engagement yield higher net profit margins and higher shareholder returns over time

Employee Engagement Technology Examples



Deliver MeetingPulse interactivity on mobile...

...inside a MS Teams meeting or Powerpoint Presentation...



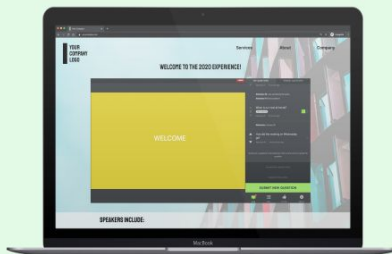
...inside a Zoom meeting...



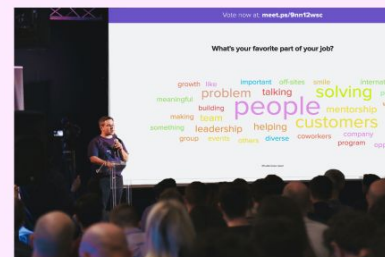
...inside a Webex meeting...



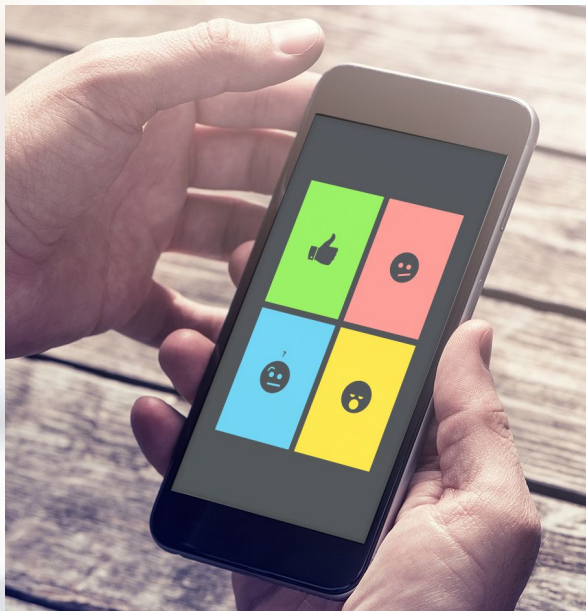
...embedded in a virtual event platform...



...or at your live or hybrid event!



Use Cases for Employee Engagement Technology



- ❖ **Measure Audience Sentiment in Real Time.** Instant audience feedback gives everyone a chance to share sentiment while they're attending a meeting, so organizers know what's working – and what isn't
- ❖ **Invite Peer-to-Peer Interaction.** When audience members are invited to interact with each other, regardless of location, in real time.
- ❖ **Conduct All-Inclusive Q&A Sessions.** Most employees want to have a voice and feel that their opinions or concerns are welcome. All opinions are valued – especially those that are challenging or present new ideas
- ❖ **Instruct or Train a Group.** Gauge how well attendees are grasping instructional content. Presenters tend to breeze through concepts they understand, but real-time audience feedback can indicate when a deeper explanation is necessary
- ❖ **Integrate Gamification.** Real-time quizzes, contests, raffles, and games have the power to shake up stagnant gatherings and provide fun

Employee Engagement Tech Best Practices

❖ Seed Questions

- Create and sustain a healthy culture that encourages direct, honest inquiry and open communication
- For a town hall meeting or company program, consider anonymously submitting difficult questions

❖ Follow Up

- Thoughtfully respond to even the most challenging questions to show participants that it's okay to ask intelligent, difficult questions

❖ Measure and Analyze Results

- Conduct a post-mortem analysis on any initiative to make it easier for your employees to embrace new initiatives, whether or not they fully agree with the decision
- Create and sustain a healthy culture that encourages direct, honest inquiry and open communication

Employee Engagement Tech: What to Look For

- ❖ Authentication methods ensure that only designated users have access to ballots, questions, surveys, and data
- ❖ Flexibility to access content via any device with internet access
- ❖ Encryption to ensure the confidentiality and integrity of data
- ❖ User-friendly interfaces that require little to no training
- ❖ Templates simplify the creation of polls and surveys
- ❖ Reporting tools to allow for accurate recordkeeping and tracking
- ❖ Additional features to enhance engagement for corporate events

Conclusion

- ❖ The demands of contemporary management call for more relevant, timely, and actionable results in order to retain valuable employees
- ❖ Engagement tech allows organizations to more efficiently address leadership issues, implement appropriate changes, and boost engagement among employees
- ❖ Browser-based solutions are up-to-date, cost-effective, secure and easily accessible from anywhere, anytime
- ❖ MeetingPulse has the technology and an array of tools to help you make your employee engagement programs a success

MeetingPulse: Solutions Overview

- Engages meeting participants with **action** — whether online, in-person, or hybrid
- Builds **shared understanding** using engaging features
- Tracks and reports engagement & attention **metrics** to prove effectiveness
- Drives **value and retention** for HR teams & their entire orgs
- Enables **internationalization** and **translates** 110 languages

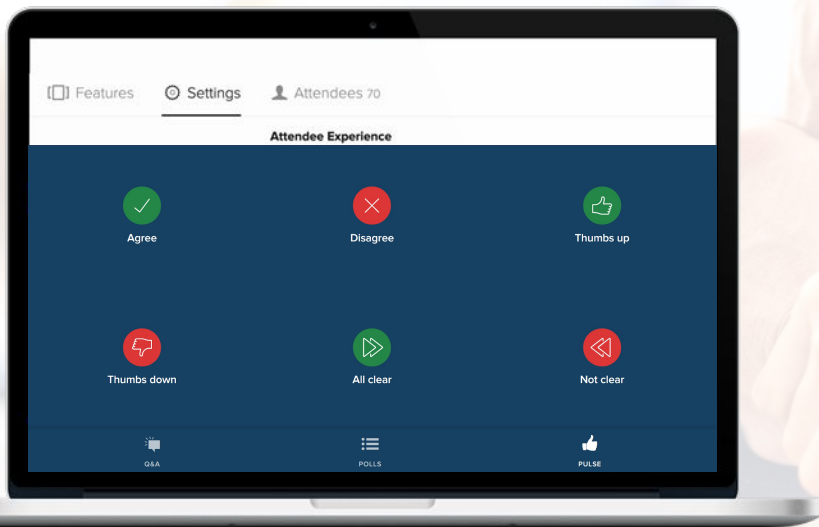
Enterprises engaged with MeetingPulse:



T.RowePrice®



Success Story: T. Rowe Price



- 200 current HR/Events Professional Users
- Y2021 - 1,134 meetings, for an average of 94.5 meetings per month
- **Usage growing:**
 - 2018: 3700 participants and 36 meetings
 - 2022: 42,000 participants, with 117 meetings this month alone
- 1,187 Polls, ~10,000 Votes over last year
- Average one new user request per week and time spent on platform every day @T. Rowe Price

Testimonials from T.Rowe Price Users

“We can't get rid of MeetingPulse; our employees would revolt.”

“The little smiley face here doesn't do this justice!”

“...these are investors' responses for a meeting tomorrow. This is the most important thing I'm doing all week.”

Thank You!

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