

Solution Provider Review

Engagedly

May 2021

Company Background



Company At-a-Glance	
Headquarters	Saint Louis, MO with offices globally
Year Founded	2015
Market Focus	Midsize to large enterprise
Customers	350+
Top Key Clients	Experian, Rite Aid, Brinks, Deloitte ME, Enterprise Holdings, Caterpillar, ACLU, Coupa, Hunter Douglas, Money Lion, Team Health, Upwork, Chick-fil-A
Key Industry Verticals	Finance/Banking, Technology, Manufacturing
Website	https://engagedly.com/

Engagedly is a tool for talent-focused organizations. It enables talent development through mentoring, coaching, and feedback tools that are highly configurable and intuitive for users.

Product Overview

Engagedly is a performance and talent management tool that supports:

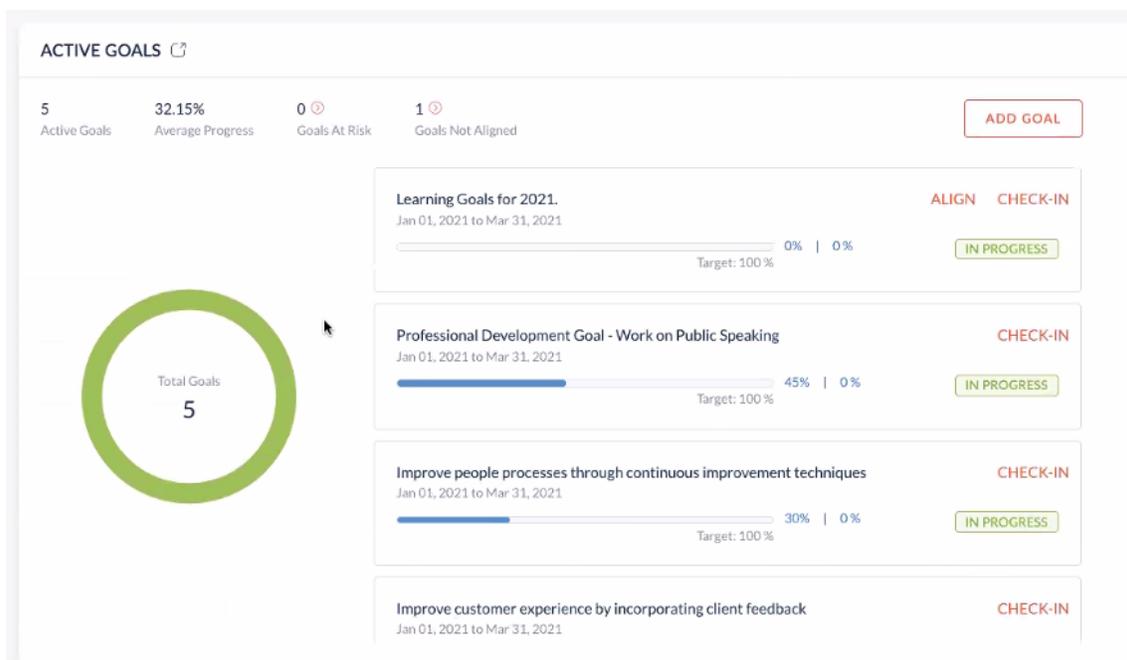
- OKR alignment
- Check-ins
- Performance reviews
- Gamified employee recognition
- Points-based rewards
- And other critical talent development processes

Some of the deeper features across the board include:

Continuous Performance Management

- Engaging Performance Reviews and Competency Assessments
- Set and Track OKRs/Goals
- Drive Frequent Conversations with Ongoing Check-Ins
- Comprehensive 360/Multi-rater
- Give and Receive Real Time Feedback

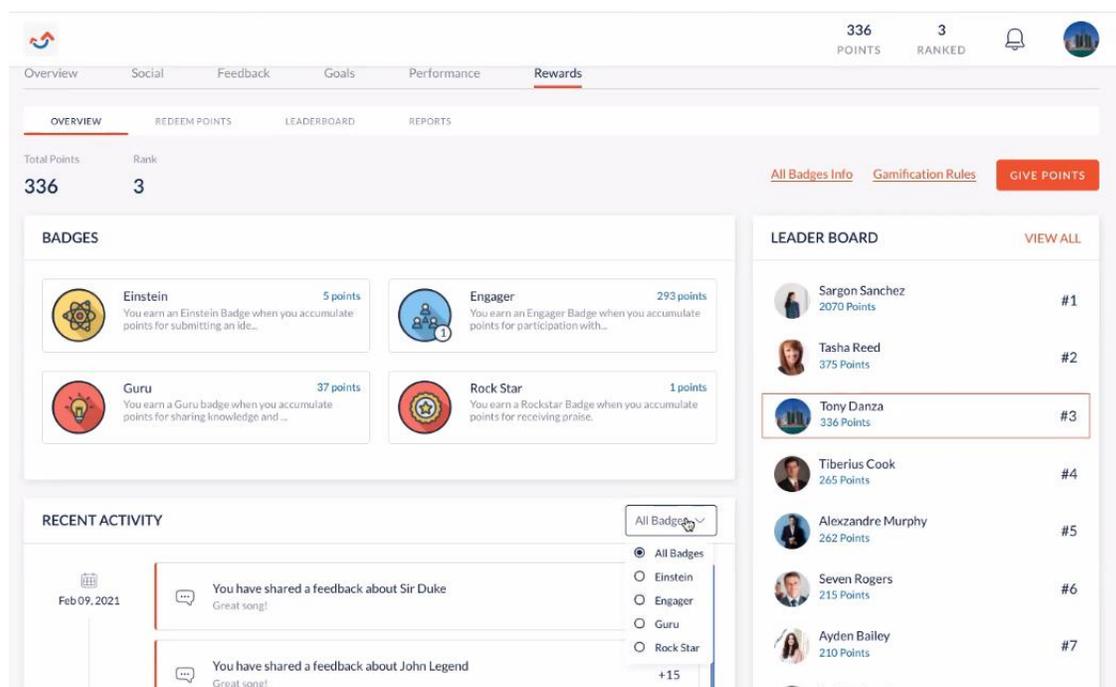
Figure 1: Goal Progress Tracking



Employee Engagement

- Drive behaviors with Gamification and Rewards and Core Values
- Provide recognition, award points, badges and rewards
- Social Praise to give shout outs!
- Survey employees for Ideas/Feedback

Figure 2: Badging, Leaderboards, and Gamification



Employee Development and Growth

- Drive development with an LMS
- Increase Retention and Growth with Talent Mobility
- Mentoring Program Management

Analytics and Workforce Planning

- Develop Advanced Talent Insights
- Proactive Succession Planning and 9 Box

Mobile Enabled

- Push Notifications to Native iOS and Android Apps
- Check In to your Goals/OKRs in Real-time
- Connect with your Team and Collaborate
- Give and Receive Recognition and Feedback

Engagedly isn't just a check-in tool, and it isn't just a performance and goals tool. It's a robust combination of different pieces of the talent management puzzle that intersect and overlap, creating more touchpoints and value within the employee experience.

Key Highlights and Unique Capabilities

There are many talent and performance tools in the market today, but many of them fall into one of two buckets:

- Platforms targeting small companies, with a modern design but preset options that limit changes and customization
- Platforms targeting large organizations, with flexible options for customization but questionable user interface design and expensive pricing

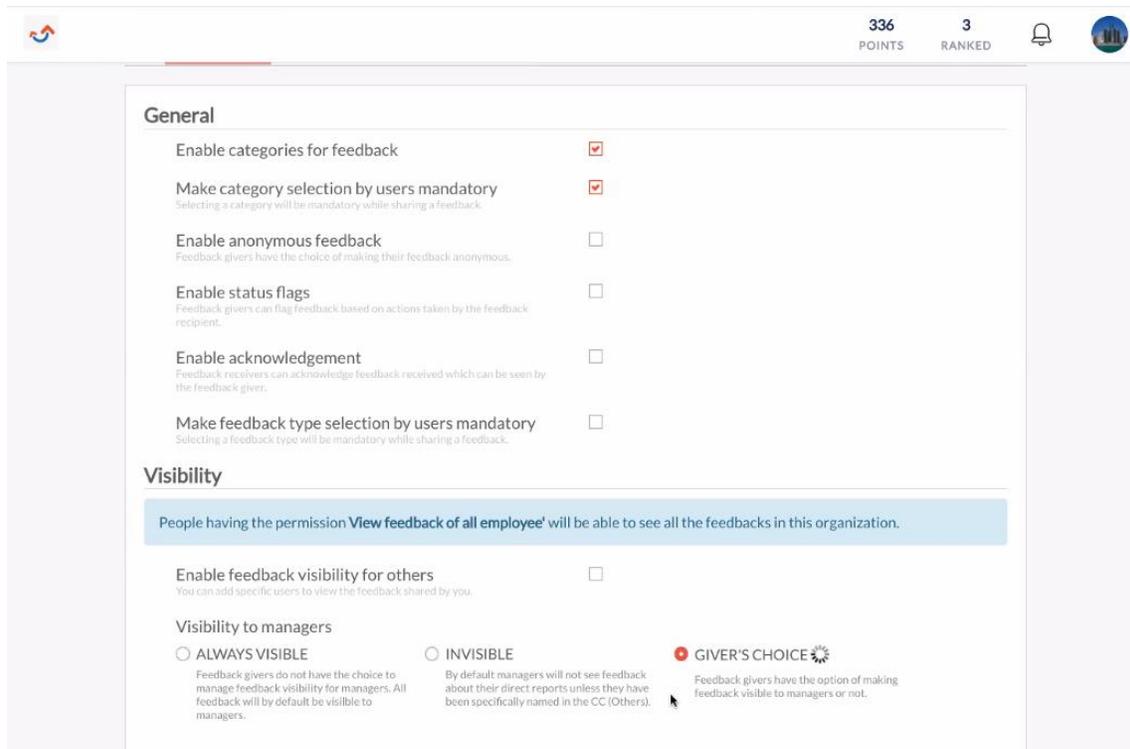
Engagedly brings the best of both worlds by offering a modern design paired with flexible options so that employers can tailor their system to their specific workforce. It is a robust tool with multiple capabilities, but it also allows employers to start and advance/adopt at their own pace. Already using performance, engagement, and other similar tools? Go ahead and turn them all on at once. Only want to start with performance or check-ins? Just switch that on and then add other features as you are ready.

A unique component is that Engagedly also pairs employers up with a talent management subject matter expert. This SME can offer advice based on research, best practices, or just the company's unique culture and journey. Bottom line: the HR team has a lifeline for support and brainstorming as they work to drive adoption and value.

Easily Managed Features

With a click, an employer can add a new module or capability in the system, make features visible, set mandatory requirements, and more, skipping the need to contact support or wait several weeks to take action.

Figure 3: Flexible Options for Customization at the Company Level



The screenshot shows a user interface for customizing feedback settings at the company level. At the top right, there are statistics: 336 POINTS and 3 RANKED, along with a notification bell and a profile icon. The main content is divided into two sections: 'General' and 'Visibility'.

General

- Enable categories for feedback** : This option is currently enabled.
- Make category selection by users mandatory** : This option is currently enabled. A sub-note states: "Selecting a category will be mandatory while sharing a feedback."
- Enable anonymous feedback** : This option is currently disabled. A sub-note states: "Feedback givers have the choice of making their feedback anonymous."
- Enable status flags** : This option is currently disabled. A sub-note states: "Feedback givers can flag feedback based on actions taken by the feedback recipient."
- Enable acknowledgement** : This option is currently disabled. A sub-note states: "Feedback receivers can acknowledge feedback received which can be seen by the feedback giver."
- Make feedback type selection by users mandatory** : This option is currently disabled. A sub-note states: "Selecting a feedback type will be mandatory while sharing a feedback."

Visibility

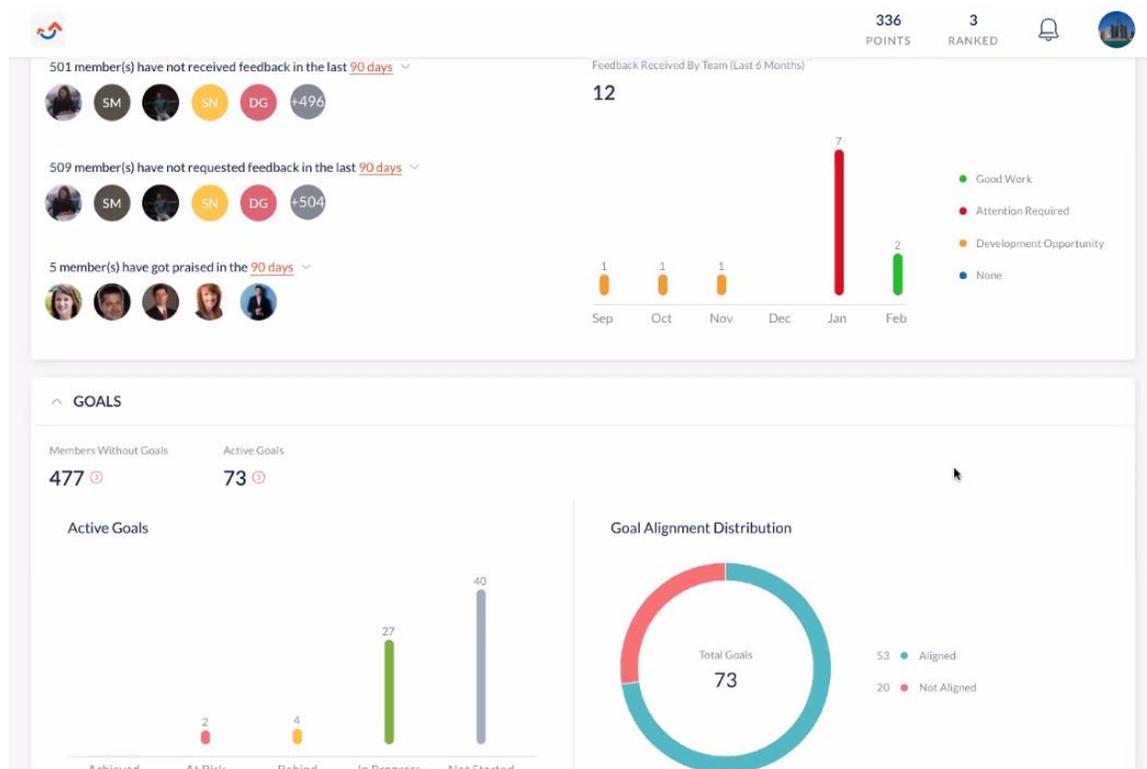
A blue highlighted box contains the text: "People having the permission **View feedback of all employee** will be able to see all the feedbacks in this organization."

- Enable feedback visibility for others** : This option is currently disabled. A sub-note states: "You can add specific users to view the feedback shared by you."
- Visibility to managers**
 - ALWAYS VISIBLE**: Feedback givers do not have the choice to manage feedback visibility for managers. All feedback will by default be visible to managers.
 - INVISIBLE**: By default managers will not see feedback about their direct reports unless they have been specifically named in the CC (Others).
 - GIVER'S CHOICE** : Feedback givers have the option of making feedback visible to managers or not.

Actionable Dashboards and Insights

Dashboards and data, critical tools for leaders hoping to use performance tools to drive action and accountability, are all clickable down to the next level of data. Instead of just seeing that “10% of managers haven’t completed reviews” or that “30% of sales employees are on target with their goals,” users can click down into the specifics and see who is in those groups and what the gaps are for completion. This leads to better compliance with talent processes and better, more accurate data for reporting.

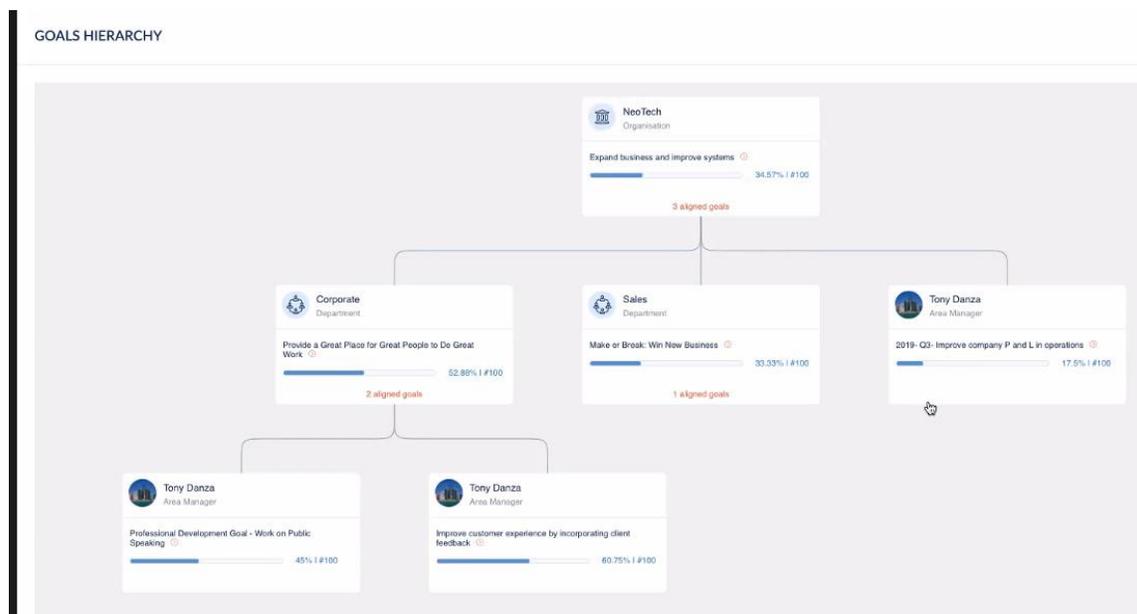
Figure 4: Actionable Insights and Dashboards



Goal Flow Down and Alignment

Many companies today work to flow down high-level corporate goals throughout the organization so that everyone has some skin in the game when it comes to meeting those key objectives. Engagedly supports this not just in practice, but with visual cues that help to demonstrate which team(s) and individuals are aligned or not, as you can see below.

Figure 5: Goal Alignment Hierarchy View



Analyst Insights



For many companies, performance management is more about tracking progress than enabling better performance. However, our research shows that high-performing organizations (those with better revenue, retention, and engagement than their peers) focus on a few critical things when it comes to talent management:

- They weave feedback into the performance process
- They seek opportunities to leverage and recognize the strengths of each individual
- They use performance management as a mechanism to coach and develop

When looking at the Engagedly product, it was built around these key themes and enables employers to be as simple or as complex as desired when it comes to functionality.

In talking with hundreds of companies over the last few years, we know that it's hard to drive adoption for a new piece of technology. Engagely takes a unique approach by allowing employers to implement a piece at a time with a simple menu, turning functionality on or off with a single click. This isn't about fitting your process to a piece of software—it's about tailoring the software around your current and future approach to talent management, performance, coaching, and engagement.

In addition, some of the features like role readiness assessments are incredibly interesting. These provide a framework for succession conversations without being bogged down by extensive planning and intricate details that often leave managers with headaches.

Finally, this is not just about throwing technology at a fundamental people problem. A critical differentiator is that every client is paired with an HR/talent subject matter expert as an advisor to help them achieve the talent outcomes that matter most to them. In a

world where SaaS sometimes seems like code for “software avoiding any service,” Engagedly is bucking the trend. In talking with one of the company’s SMEs, we discussed some common “asks” from customers, like setting up OKRs, 360-degree reporting, designing custom reports, best practices for check-ins and feedback, and other similar tasks.

If these capabilities resonate with the challenges your organization faces, then Engagedly is definitely worth a conversation.

Ben Eubanks
Chief Research Officer

About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

[Ben Eubanks](#) is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace.

He hosts [HR Tech Talks](#), a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.