



HR TECH AWARDS

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CORE HR/WORKFORCE

BEST CULTURE BUILDING SOLUTION


2021

bob

Case Study: 2021 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

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Company Name:	Hibob
Website URL:	https://www.hibob.com/
Insert Logo (JPG/PNG):	
Key Customers:	WeTransfer, Gong, Fiverr, Monday.com
Category:	Core HR/HCM

About The Company

With triple-digit year-over-year growth over the past three years, Hibob is the company behind bob, the intuitive people management platform that is relied upon by high-growth companies. bob is built for the way people work today - globally, remotely, and collaboratively.

During initial development of the bob product, Hibob understood that the HR tech platforms available in the market were failing to meet the needs of users beyond the HR team including team managers and employees. bob was designed not only as a tool for HR, but also for the way HR is built into the culture, administration, and workflow of its people.

Up front, Hibob focused on design and functionality to drive adoption and use by managers and employees as the current market solutions were very HR-centric, difficult and costly to implement, and inflexible; with the launch of bob, Hibob disrupted the HR technology industry by building a modern

platform with the look and feel of a consumer application, designed to address today's business challenges such as employee engagement, culture and retention. Hibob currently serves modern, mid-sized, multinational businesses across 42 countries.

In late 2020, Hibob announced it had raised \$70 million in Series B funding to continue its mission to simplify people management and culture building for remote and dispersed workforces. With multiple repeat investors from previous funding rounds, Hibob's rapid growth trajectory has continued to impress prestigious venture capitalists.

In the past year, it's become evident that companies' needs have gone beyond streamlining payroll and time tracking. Having a multi-generational workforce and global operations has made customization and social engagement capabilities, as well as an amazing UI and UX experience, must-haves for businesses. When HR leaders had to reinvent their operations models within weeks due to COVID-19, the need rapidly shifted from a *system of records* to a *system of engagement*. Companies were tasked with empowering managers to focus on people's experiences and transforming cultures to support employees in the transition to remote work. bob addresses these issues in one, simple interface.

Problems The Technology Solves

Hybrid work has become the new normal and has thrust HR to the head seat at the board room table. The 'new normal' is challenging businesses to drive culture, engagement, communication and productivity despite having dispersed, remote or hybrid teams. In light of this, bob's capabilities serve as both a tool for handling and streamlining administrative HR tasks, as well as a way to encourage culture development and engagement.

The bob platform is multidimensional and offers an array of tools to support relationship-building, development and communication - regardless of someone's location, team or role.

With colorful and intuitive aesthetics, bob was formed with the user experience in mind, and intended to enable easy adoption for both HR teams and employees. Unlike other HR tech platforms, bob is built for businesses who realize that people are their primary asset. Through bob, business leaders can automate processes, develop their people, and drive engagement with a robust range of features and integration capabilities. The platform bob leverages features like Kudos, Shoutouts, Club View and more to foster culture-building in the absence of a singular physical workspace.

Ultimately, Hibob is taking a unique approach to democratizing HCM, making it accessible to all employees and managers, not just HR teams. In order to verify the usefulness of Hibob's platform, bob, for its customers during the COVID-19 pandemic, the team analyzed usage trends of the Shoutout and Kudos posting features between 1/5-12/2020 (pre-COVID-19 spread in Europe and US) and 3/9-22/2020 (after the spread of COVID-19) to analyze the effect of remote WFH isolation imposed on employees during the global COVID-19 spread.

Throughout this time, it was found employees had increased the use of Shoutouts to communicate important, fun, and/or newsworthy company information both company-wide and for specific teams. During the weeks between March 9-22, 2020, when the COVID-19 pandemic was spreading rapidly and employees worldwide had begun working from home:

- Shoutouts increased by 62% (compared to the first 12 days of January 2020)
- The number of reactions to the posts (emojis, likes, etc.) increased by 173%
- The average number of comments and reactions per Shoutout grew from 3.0 in January to 5.1 in March 2020

During the same time period, Kudos posts increased by 85% compared to the first weeks of Jan 2020, and comments and reactions to them increased by 29% (compared to the first weeks of Jan 2020). The positive impact the bob platform has on companies managing a dispersed, remote workforce is clear - giving employees a way to engage in a digital and/or hybrid capacity with little to no hassle.

Client Case Study

WeTransfer is based in Amsterdam, with additional teams in LA, NY, Seattle, and London. The company was experiencing a period of dynamic global growth, with plans for further expansion during 2021. That's why WeTransfer decided to go live with bob in April 2020 amid the COVID-19 pandemic while all employees were working remotely. Since then, the company has pivoted to a hybrid organization, enabling its employees to choose where they work, whether from home or the office. The company now actively hires employees based anywhere between San Diego and Amsterdam.

Throughout the pandemic, WeTransfer's HR managers in Europe and the US were using different tools, hindering collaboration and knowledge sharing. The organization's HR team working out of Amsterdam and Los Angeles used different tools for managing their people data and saved information on different servers. HR managers from the various locations did not have access to the same profiles, salaries, and histories, making it difficult to have one source of truth in the HR department. bob came in as a centralized source of HR data. All HR data is now stored on bob and fully accessible to all HR managers, wherever they are based. All in all, bob has increased transparency and improved collaboration across HR, making them a more efficient team. Managers and team leads can also access relevant company data to make more informed hiring decisions and attract talent globally. With the adoption of the Hibob platform, hiring and onboarding global team members is now as seamless as hiring local talent.

WeTransfer also sought an effective solution for tracking time off among employees working from different locations. The team used shared calendars for tracking time off, but with employees working from different locations, across time zones, and celebrating different national holidays, coordinating this information presented a considerable challenge. As a modern global company, HR realized that they needed a tool that could simultaneously manage several holiday calendars. bob was able to configure

global holiday calendars and time-off policies for the WeTransfer team. Since implementing bob, coordinating time off has been seamless. Time Off is the most frequently used bob feature for the WeTransfer team, giving HR, managers, and all employees clear information about who is working on site or from home, on leave, or sick, on any given day.

Planning bob's implementation and launch was challenging to say the least. WeTransfer's HR team launched bob during the height of the COVID-19 lockdown when all employees were working remotely. For this reason, they were unable to provide employees with face-to-face support on how to use the bob HRIS platform. Because bob's interface is so easy to use, the WeTransfer team was able to pull off a seamless launch - even with a completely dispersed workforce. Before the launch, the HR team worked hard to upload all the people data and create all the HR policies and workflows within bob. Each team member received instructions on how to join bob, and then they simply got started with their employee record and engaged with each other with no questions asked. bob's ease of use has made everything much more efficient. With the platform, all employees have one unified experience, which helps to maintain WeTransfer's company culture for all team members wherever they live and work.

Main takeaways include the following:

- WeTransfer now has all HR data organized in one centralized system
- Everyone on the HR team has access to the same information with complete transparency
- bob enables WeTransfer's HR team to be more data-driven and automate processes such as onboarding and offboarding
- With bob, HR can easily track employees' time off across locations
- bob enables WeTransfer to maintain its company culture even among remote and hybrid employees

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 Principal Analyst 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. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.