

Solution Brief

Praisidio, Inc.

January 2022

Company Background



Company At-a-Glance	
Headquarters	Los Altos, CA
Year Founded	2019
Market Focus	Enterprise organizations with over 500 employees committed to improving employee retention with data
Number of Customers	Multiple enterprise customers in multiple industry segments and locations
Top Key Clients	Guardant Health, Veritas, WilsonHCG
Key Industry Verticals	Financial Services, Life Sciences, Manufacturing, Retail, Services, Technology, etc.
Website	www.praisidio.com

Procaire is a Talent Retention Management platform designed exclusively to improve employee engagement, work-life and retention.

Case Study: Guardant Health

In a company staffed with technical specialists, losing even one employee can have an extremely high cost. Software professionals, data scientists, and medical subject matter experts command a high price on the open market, and Guardant Health is prioritizing the retention of these individuals and the rest of its staff through a partnership with Praisidio and its Procaire solution.

Key Stats

- Founded: 2011
- Industry: Biotechnology
- Employees: 1,300+

According to Gail Jacobs, Senior Director for the People Centers of Excellence at Guardant Health, the company's growth in headcount in the last few years has created new demands on the People function, requiring them to find ways to connect multiple systems and get a clear picture of what's happening within the organization.

One of the benefits of Procaire is its ability to connect disparate systems so that the data are not just in one place, but they are actionable as well. This was validated by Guardant Health's IT team, which agreed that the system was extremely easy to integrate with existing systems and software platforms.

The employee-centric approach at Guardant allows the company's leaders to solve problems that other companies simply can't. For instance, the system can look at key employees and measure their "maker time" to see if they are spending all of their time in meetings or if they have sufficient opportunities to use their skills to innovate and solve problems. Leaders can then use that information to delegate or restructure work to protect that sacred time for creative staff members.

Speaking of employee-centric, this system makes people and relationships visible in a way that isn't possible without technology. By depicting who is connected to whom in terms of actual work projects and meetings, the company can have advance warning of potential fallout if one of their linchpin employees were to depart. It's not just about the work they leave behind—the relationships matter as well.

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“You see which people are collaborators and where they may leave an gap [if they leave]. It's like a neural network of how people fit together and get work done.”
Gail Jacobs, Guardant Health

Perhaps most importantly, Jacobs explained that the company is able to benchmark internally against its own data to identify positive trends and behaviors that lead to better results. Jacobs explained, “We see our great managers that we can emulate. It creates an internal benchmark for what good looks like to compare against.” In one area, managers use regular touchpoints with staff to keep them engaged and on task, and that best practice can be replicated throughout the business to deliver the same positive impact for the entire workforce, not just for one business unit.

In addition, the targeted interventions allow the company to use its resources wisely instead of spreading them into areas where they are not needed. If leadership training is required, every leader may not need to participate if they already have positive results. Without Procaire, it would be difficult to determine which leaders already have the right skills and which did not, necessitating a costly training experience for every manager.

All of these positive changes lead to a more focused, proactive HR team that can support managers and the workforce with useful and practical retention efforts. As Jacobs pointed out, “If we didn’t have this tool, we would be spinning our wheels. We’d be experiencing lots more guesswork without real data and insights.”

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Analyst Insights

In a recent conversation with our advisory board of executive HR and talent leaders from enterprise firms, one of them said something quite profound, “We are quickly realizing that every employee we can keep or retain is one employee that we don’t have to hire in today’s intense hiring marketplace.”

That’s not a new idea, as most of us have heard the old axiom, “An ounce of prevention is worth a pound of cure.”

To put it bluntly, the concept of employee retention has always been important, but it’s never been more critical than it is right now. Estimates on the cost of turning over employees can run into the tens of thousands of dollars, depending on how specialized they are. That’s where organizations like Praisidio come in. The company’s Procaire solution is designed to understand early risk factors for turnover so that employers can take action to prevent the departure of a high-quality worker.

And make no mistake—**the people who leave first are your best performers**. The worst ones will typically hang around as long as they can get away with it.

Unlike some tools that help you analyze why people left after they’re already gone, Procaire is designed to enable more proactive talent retention activities.

The software does this by analyzing your company’s baseline across a variety of factors and evaluating against it, offering a tailored approach as it considers factors like compensation equity, how connected a person is to their peers, or even growth and recognition opportunities and frequency. Longstanding research backs up any one of these elements as predictive of employee retention, but when taken as a whole, they paint a comprehensive, statistically significant picture of someone’s likelihood to stay or depart.

The piece I was most intrigued by? The Story. We all know that joining a company and going through the paces of work is a process. It has its ups and its downs, and we as humans typically only remember the one or two big moments that stick out in our minds. But the entire journey is catalogued in HR systems in bits and pieces if we care to make it visible. Procaire’s Story capability makes each individual person’s story clear, giving you insight into what triggers or opportunities might exist at a deeply personal level.

I also liked the ability to add employees or groups of employees to a watchlist so they stay top of mind. I've personally had that terrible feeling that comes when you realize one of your top performers is departing and you missed the chance to make things right, and this watchlist feature helps to make sure that doesn't happen so often.

As a bonus, by drawing this information in from other systems (HRIS, Microsoft work tools, Slack, etc.) in the background instead of using a more common survey-based approach, the data are unbiased by human input and can provide a more accurate picture of what is really happening, not a set of carefully curated answers to a set of survey questions.

In today's tight talent market, employers simply must be prioritizing employee retention. If they are using outdated tools, legacy systems, or approaches with gaps between information and action, they are going to naturally see higher turnover than those companies using more responsive and real-time options.

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.