

Tech Brief

Olumo

March 2021

Company Background



Company At-a-Glance	
Headquarters	Pleasant Grove, UT
Year Founded	2020
Market Focus	Midsize firms
Customers	Confidential
Top Key Clients	BigLeap, Terrapin Hospitality, GBS Benefits
Key Industry Verticals	Various
Website	https://www.olumo.com/

Olumo helps organizations build a people-focused culture by gathering anonymous People Data on a consistent basis, asking questions surrounding over 56 key business indicators that collectively comprise their Human Experience. Olumo sends a short text once or twice a week regarding a specific aspect of the work experience without requiring employees to download an app or login. Just a quick response to a text. This consistent approach provides daily, actionable insight that allows employers to quickly identify where there's alignment with their people and areas requiring further action to improve.

Analyst Insights

According to our research, high-performing companies are 20% more likely than low performers to say that their approach to managing employee performance positively impacts engagement levels, which in turn results in better business performance. But effective management practices are not “one-size-fits-all,” nor can they be done once and forgotten. In fact, employers that combine several management practices see more value from a blended approach.

Not sure where to begin? Research suggests that taking the time to listen is one of the most important ingredients for improving employee engagement. Enter Olumo’s plug-and-play pulse survey platform, which sends 1-2 text messages to employees per week—no app to download or login to remember. But unlike one-way surveys, Olumo engages them in anonymous, two-way conversations with a dedicated Success Manager who’s empathetic and knows how to draw out comments from employees. Employers can decide how they want to ask and receive feedback, choosing from scaled, multiple choice, or open-ended responses. Employees have options too - they can customize their communication preferences, including language, text or email, and frequency.

Leaders get access to authentic, actionable feedback on what matters most, when it’s needed, on topics such as employee retention, goal alignment, accountability and many others, in an easy, visual format that identifies areas that need attention and supports more informed decision-making. Beyond the metrics, Olumo also identifies and prioritizes what improvements to make for the greatest impact and guides you through the action steps.

Listening to employee concerns and changing course quickly and appropriately can be the difference between improved employee engagement and better business performance. For organizations with questions about adopting a listening strategy that’s easy for employees to use and provides insightful and timely information, solutions like Olumo may have the answers.

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.