



**HR TECH
AWARDS**

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TALENT MANAGEMENT
BEST CULTURE BUILDING SOLUTION

2022

Case Study: 2022 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:	Enboarder
Website URL:	https://enboarder.com/
Insert Logo (JPG/PNG):	
Key Customers:	Deloitte, Dolby, Eventbrite, Hugo Boss, ING, McDonalds

About the Company

Enboarder, the world's only People Activation Platform specifically designed to inspire action and truly engage employees, was founded on the belief that people are a company's greatest asset, and that businesses should put their employees above all else — even investors, customers and other stakeholders. Founder and CEO Brent Pearson discovered that businesses weren't setting their new hires up for success with their business-centric approach to onboarding, and this failure was reverberating in every department and process within the organization. Enboarder initially set out to fundamentally change the onboarding process and achieved this by showing the impact of a people-first approach to onboarding.

Now, as the war for talent has become incredibly fierce, employee experience is no longer a nice-to-have — it's a necessity, and employees are increasingly overwhelmed, stressed and disconnected from one another and the company. Businesses need to effectively and continuously activate and engage their people during the entire employee lifecycle — not just during the onboarding process — to remain competitive.



To meet this demand, Enboarder again saw a better way to help HR engage and activate people, so in 2021, the company expanded its suite of solutions beyond onboarding to become a People Activation platform. This shift allowed Enboarder to broaden its value across all people programs throughout an organization with features specifically designed for action.

Enboarder now serves more than 400 clients worldwide, including global brands like Deloitte, Dolby, Eventbrite, Hugo Boss, ING, McDonalds, Shopify and Wyndham Destinations, who use Enboarder's People Activation platform to inspire action with and better engage employees in their HR programs and initiatives. Using science and research-based features that activate employees, Enboarder's platform enables companies and their HR teams to transform their people programs into simple, personalized and human-centric journeys for employees. Whether it's onboarding, learning and development, change management, diversity and inclusion, or employee transitions, Enboarder has reimagined how HR initiatives can be delivered, putting people and human connection at the center of everything it does.

While Enboarder's roots are in Australia, the company has rapidly expanded internationally for the past several years, including in Europe and the United States, where Enboarder's headquarters are in Austin, Texas. In February 2022, Enboarder announced \$32M in Series B funding, bringing its total investment to \$50 million. The new capital will enable Enboarder to double down on international growth and further develop its People Activation platform.

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Problem(s) Your Technology Solves

Over the past two years, employees have become more overwhelmed than ever before, while increasingly remote and hybrid work environments are leading to disconnected workplaces and employees. The Great Resignation, which is sweeping the US, is showing no signs of letting up anytime soon. In fact, research from Enboarder shows [67% of employees](#) would use the phrase 'burnt out' to describe work over the past 12 months and 69% of employees don't feel a very strong sense of connection to their co-workers.

Despite these widespread feelings of overwhelm and disconnection, many HR departments have yet to adjust to this new normal. It's a business's job to get the best out of their people, make work enjoyable and create an environment that makes it easier for employees to do their best work. However, the way many businesses currently engage with their employees is fundamentally misaligned with how humans are wired to work and fails to activate their full potential.

Enboarder's People Activation platform closes this gap by enabling HR to build and deliver programs based on behavioral design principles that put human connection front-and-center, which plays a key role in onboarding and beyond. While Enboarder started as an experience-driven onboarding platform,



their customers quickly realized that the technology can be applied to a variety of talent programs to drive engagement and action. Last year, in response to current market and workforce demands that created a disconnected and overwhelmed workforce, Enboarder made the shift to expand its suite of products beyond onboarding to become the world's first People Activation Platform. This allows HR teams to design all their initiatives in a way that truly engages employees, empowers them to take action and do their best work.

Ultimately, Enboarder helps HR leaders around the world get the best out of their talent by delivering their people programs in a way that drives engagement and action – whether that's onboarding, learning and development, change management, diversity and inclusion, or employee transitions. By building scalable HR experiences, Enboarder enables organizations to supercharge their workforce and business by boosting employee engagement, retention and productivity, while also enhancing their employer brand and company culture.

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Client Case Study

Hugo Boss Australia, a premium fashion and lifestyle brand with over 1,000 retail stores across the world, struggled with turnover and absenteeism during their new hire's first three months. After overhauling their talent acquisition and recruitment processes, the HR team at Hugo Boss Australia were confident in finding and hiring the right people, but now it was time to tackle the next challenge – retaining talent.

Turnover and absenteeism during a new hire's first three months is a common problem with casual and part time staff in the retail sector. Furthermore, most part-time retail staff don't have a company email address, so it's critical to find an effective way to ensure no employee is left behind when it comes to company-wide communication. The Hugo Boss Australia team knew that in order to break the status quo, they needed to increase communication with retail team members to help build engagement, connection to the company and productivity.

Hugo Boss Australia's HR team worked closely with Enboarder to design and build an onboarding experience specifically for their retail and office employees. The team uses Enboarder to cascade communication to all retail and office employees on any device (laptop, tablet or smartphone), ensuring every team member is aware of, understands and feels connected to the strategic direction of the business. The Hugo Boss Australia team found that with Enboarder, new employees feel comfortable from the moment they accept their offer due to a more engaging experience that keeps them better informed. It enables the company to create a connection between managers and new hires before day one and ensures consistency in the onboarding process – no matter the manager or team.



In the first three months of onboarding new retail employees through Enboarder, the Hugo Boss Australia team saw a 77% decrease in < 3-month turnover, a 75% decrease in absenteeism, and an increase in productivity by 65%.

When the COVID-19 pandemic hit in 2020, Hugo Boss Australia experienced firsthand the benefits of using Enboarder beyond onboarding their employees and reducing turnover and absenteeism within the first three months. The pandemic intensified the complexity of internal communications at the company, including issues like employees having limited access to a company computer or email address.

Across the company, Hugo Boss Australia lacked visibility into who received critical business details and who left these emails unread, and realized they had to find a better way to relay information to all employees. The team had already been using Enboarder to onboard and offboard employees for years, so they understood how easy it was to streamline information through the platform.

Hugo Boss Australia's HR team decided to get creative and started using Enboarder's platform to send out COVID-19-related updates from the managing director to all employees via computer, phone and tablet. They found this was the most efficient and effective way to reach all their employees. The flexibility and adaptability of Enboarder allowed the managing director to tailor communications for specific employees – from warehouse to retail and office-based workers – as well as ensuring everybody received company-wide updates. They also brought in tips for mindfulness, how to look after your mental health, cleaning standards updates, handwashing videos and payroll related updates.

Using Enboarder has allowed Hugo Boss Australia to not only ensure critical information is being received, but to also create crucial two-way communication between HR and employees.

For example, they integrated a questionnaire that was sent to the retail team to see how these employees felt about returning to work, how they felt about the communications they were given over the past few months, and how they might be going with their physical and mental health. In response, the HR team received a lot of positive feedback and have had employees reach out to say thank you, expressing that they feel valued, and that Hugo Boss really cares.



Key Differentiators

Enboarder is the world's first and only People Activation Platform helping HR transform their people programs into science-based, human-centric journeys.

The platform's key differentiators are:

- 1- Revolutionary human-centric journey builder: The way HR can craft, view and track their HR programs along a journey / timeline, allows HR to apply human-centric and behavioral design to their initiatives.
- 2- Ability to connect and orchestrate your people like never before: The system allows HR to easily coordinate all stakeholders involved in a specific journey – managers, IT, facility management, team members and many more – and ensures they all connect, communicate, and collaborate effectively. The system guides everyone involved on what action they need to take and what time, while HR can track the progress of each person.
- 3- Unrivaled end user experience: Organizations often use many different, clunky, and outdated systems for HR tasks. Enboarder's platform connects these disparate systems and turns HR programs into a stunning, consumer-like experience.
- 4- Unmatched level of flexibility: As a no-code platform, HR can use Enboarder to build journeys – and adjust them on the fly – without being reliant on IT for assistance. While customers can use Enboarder's best practice template workflows to be up and running in no time, they can also choose to customize every single detail they would like to change about their processes — whether that's the content, branding, communication channels, involved stakeholders, integration, or anything else.

The Company Behind the Technology

Enboarder seeks to provide an engaging and human-centric employee experience for its own team, just as its platform has done for so many other organizations. Enboarder has grown from a small team of two operating out of Sydney to over 100 passionate humans across Australia, EMEA and the US, with that headcount expected to double over the next 12 months. As Enboarder grows rapidly and globally, the company aims to be the most complete use case for its own solution by championing its employees and making sure employees at all levels are well supported.



Furthermore, Enboarder believes that culture is the most powerful influence on a company's ability to retain its employees, and Enboarder is committed to building a people-first culture. They've doubled down on this commitment even as the pandemic created more distributed and disconnected workforces – and it shows: Enboarder has a Glassdoor rating of 5 out of 5 stars.

Despite the challenges of a global pandemic, Enboarder actively encouraged people to invest in the employee community they're building, for themselves and for others. This includes a continued focus on what makes for an engaged and successful community: creating shared beliefs, experiences and traditions; aligning the company mission to its shared values; building authentic relationships; and supporting the other members of the community.

Finally, Enboarder's people-first approach greatly influences its core values. What's unique about Enboarder is that Founder & CEO Brent Pearson defined the company's values before he even decided what product he was going to build. His vision was to create the kind of company everyone would dream of working for, and he believed that started with the right values. To this day these values have built a strong foundation of the company's success:

- **Keep it real** – Enboarder celebrates transparency and accountability. This means sharing both the good and the bad with their customers and employees. If something isn't working, Enboarder prioritizes coming with a solution-oriented mindset to address the issue and see how it can be fixed.
- **Love it** – Enboarder creates an environment where all employees can bring their best self to the office (in-person or virtual). Everyone is encouraged to “enjoy the journey” – the mantra is don't focus too much on the end goal (and stress over it), but rather make getting there fun.
- **Team play** – Enboarder embraces teamwork to create a culture of support, which means there's no room for an “Aint my job” mentality. Employees learn from each other's different perspectives and work together to innovate and solve problems.
- **Never settle** – Enboarder builds a culture of innovation by encouraging all employees to speak up with ideas for improvements or enhancements. Enboarder believes not bad is not good enough, and this mindset is what helps Enboarder continually strive to improve its technology and deliver excellent results for customers.
- **Customers rule** – Enboarder does not just aim to satisfy customers, they want to “wow” them. Enboarder truly listens to its customers to deeply understand their goals and problems.



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.

