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# HR TECH AWARDS

*powered by lighthouse research & advisory*

**CORE HR/WORKFORCE**

BEST INNOVATIVE OR  
EMERGING TECH SOLUTION

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**2022**


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**socrates.ai |**

## 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.

[Learn more about the HR Tech Awards.](#)

<b>Company Name:</b>	<b>Socrates.ai</b>
<b>Website URL:</b>	<a href="https://socrates.ai/">https://socrates.ai/</a>
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	<b>E.W. Scripps, Leapgen, Fortune 500 Banks, Fortune 100 Pharma Co.</b>

## About the Company

Socrates.ai is a leading employee experience platform that builds on humanity in the best way possible – via real conversations in real-time – to deliver consumer experiences in the workplace. Socrates.ai leverages artificial intelligence to construct the conversational answers and information employees need. The omnichannel virtual assistant can be used on SMS, Microsoft Teams, Slack, Intranet Portals, and more. Employees receive actionable information and have the ability to make updates through a single conversational experience instead of navigating multiple applications.

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## Problem(s) Your Technology Solves

Employee experience is more than a workflow integrating a single vendor's products or a myriad of departmental bots. The many HR systems, applications, and content organizations use for work daily offer tremendous value but are disjointed and disconnected. Today's workforce needs one place to work with all applications in the enterprise, and they want it to be convenient to access from anywhere. Yet a Gallup poll revealed that 66 percent of employees reported their company isn't an awesome place for its people. Moreover, in a world with limited physical employee experience, the digital experience is the employee experience.

The Socrates.ai Return on Experience (ROX) Platform is a comprehensive enterprise-grade employee experience platform that delivers one place to go for anything an employee wants to ask or do from any digital channels such as MS Teams, Slack, intranets, or text messaging. Socrates.ai automatically processes all the sources of content in the enterprise and responds to



questions with a single answer versus presenting an endless and frustrating selection of search results. Socrates.ai also integrates with all customers' systems of record and personalizes the information and experience to the individual, maximizing a company's investment in their existing infrastructure, eliminating calls to the call center, and enabling enterprises to deliver consumer experiences picking up where single Sign-On (SS)) stops.

Socrates.ai focuses on helping companies move ahead in their digital transformation journeys. Socrates.ai helps companies embrace the complex, rapidly changing world to address up to 90 percent of employee questions in one second or less. In addition, Socrates.ai delivers a unified, simplified employee experience by integrating with the existing systems, applications, and content used for work every day.

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## Client Case Study

Socrates.ai sees an increased demand for its AI-powered solution in enterprise companies with numerous disparate data sources.

Pharmaceutical companies face complex challenges and opportunities – from continued pricing pressure to M&A activity, lifecycle management, AI, the role of super generics, and digital health. As a result, a global pharma company wanted to improve its overall employee experience and focus on consumerization, analytics, and the future of work to continually attract new talent and support future workforce structure to stay on the leading edge of innovation.

Socrates.ai partnered with a multinational personal care corporation that launched in over 20 languages across 26 countries by pulling together a complex ecosystem of two shared services environments, global HRIS, and multiple payroll systems.

An omni-channel approach with the Socrates.ai Return on Experience Platform gave the pharma company's employees access to what they needed, from where they wanted, and allowed them to move on with their day. With Socrates AI, employees go to one place to get all their questions answered, and the information is accessible through the employee's preferred communication channel whether it be Teams, Slack or the company Intranet Portal. They don't waste time searching multiple data, content, and knowledge sites for information or wait around for the help desk to answer and then get back to them. Socrates acts just like their own private virtual assistant for this pharma giant. It is the one place for their employees to ask questions, get the latest HR/benefits-related answers, and perform essential tasks.

The Socrates AI solution helped the pharma company dramatically improve its overall employee experience— leveraging people, process, and artificial intelligence to make an "employee awesome" workplace. Socrates AI is based on advanced artificial intelligence and natural



language processing and understanding (NLP/NLU), built, and maintained by Socrates AI. Results included:

Provided on-demand answers that enhanced the new candidate experience—making its talent search modern and transformative.

Provided insights/analytics on internal employee behavior to achieve an "employee awesome" experience.

Created a simple and integrated onboarding experience.

Created pulse surveys that helped encourage a digital dialogue with employees around the globe about what's working and what isn't working.

Provided on-demand information and actions for employees to get consistent answers without spending time searching or logging help desk tickets.

E.W. Scripps, a media company most known for the national spelling bee, has faced tough challenges keeping up with the regulatory environment and its increasingly mobile workforce throughout the U.S. and addressing all HR/benefits questions without adding staff. As a result, the company sought a digital transformation solution that would make HR/benefits information more accessible for its 4500+ employee workforce – and adapt to how its employees consumed services in their personal lives. Scripps also sought to create a consumer-like experience that would integrate with solutions such as Workday and Cherwell.

Socrates.ai's enterprise-grade platform delivers an employee-awesome experience across any system, document, process, or data set. For Scripps, it brings the complexity of the enterprise into a single digital experience that enables the media company to tap expertise across the enterprise, save time and duplication of efforts, and capture new opportunities.

Kevin McDonald, Vice President, BPO Governance and HR Operations at Scripps, says, "Socrates Employee Experience Platform tells employees the answer and how to execute against those answers, regardless of backend system or process."

The Socrates.ai solution helped Scripps deliver consistent answers across the enterprise. For example, onboarding and cross-boarding employees helped set the tone with new hires—making sure they got an "employee awesome" experience that engaged them right from the start. In addition, the service desk provided an integrated experience that leveraged the company's investment in Cherwell in case management, the knowledge base, and forms management.

Socrates.ai customer, E.W. Scripps Company, reports:

90 percent user delight

95 percent easy to use



60 percent reduction of repetitive requests

95 percent trusted advisory

85 percent answer accuracy

95 percent saves time

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## Key Differentiators

Socrates.ai has a unique ability to connect all underlying disparate content sources needed for the employee experience with a consumer-grade single point of access. With one place to go for answers to employee questions, Socrates.ai automatically responds to queries with the correct answer instead of overwhelming employees with frustrating lists of search results. Socrates.ai's pre-built integrations are ServiceNow, Workday, SAP SuccessFactors, ADP, and Oracle.

Socrates.ai simplifies and transforms the entire employee experience by creating a simple 'front door' through which employees can access the correct answers to tough questions anytime. Socrates.ai is the best way to continue a stellar pre-hire employer brand experience with onboarding and beyond.

The challenge of providing the correct, most accurate, and helpful responses to employee inquiries is always of utmost concern. To ensure Socrates.ai delivers the highest satisfaction rate, Socrates.ai undergoes Content Transformation with every customer going live. This process cleans, sorts, and preps all applicable data to create the best employee experience possible.

In December 2021, Socrates.ai forged a partnership with Mercer – the Mercer Belong platform will automatically include Socrates.ai as the front door chat access to support all 150+ existing Belong customers and any new Below customers moving forward.

Socrates.ai's partnership with Mercer is at the forefront of helping companies move ahead in their digital transformation journeys and solutions to their customer. The partnership marries best-in-class technology and digital transformation services that will impact customers' ROI and employee experiences exponentially.

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## The Company Behind the Technology

Socrates is a company where you are working hard with a tight-knit team with a unified goal of success in mind. There is a tremendous opportunity to learn from some of the best in the industry and learn the inner workings of a successful startup from the ground up. The product is absolutely a game changer and seeing large enterprises adopt Socrates confirms that we are just at the tip of the iceberg now!

As part of the Socrates team you have the privilege to grow with the company and are empowered to heavily impact the product, roadmap, strategy, along with many other areas of the company. With a supportive work/life balance through a work/life integration mindset – the leadership genuinely cares about employees and their wellbeing.

It's a fast-paced, always changing environment with many opportunities for learning and advancement.... constantly evolving and never a dull moment. The ability to partner with exciting clients and truly impact the life of the end-users (employees) makes everyday worth it.

Also knowing that everyone, from the executive team down, is willing to roll up their sleeves and get the job done regardless of title/role, is truly what differentiates Socrates AI from the competition.

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## 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.

