



# Employee Engagement Software



Your Ultimate Guide





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# How TINYPulse Helps Solve the Employee Engagement Problem

With as many as 50% of HR leaders expecting increased talent competition over the next six months<sup>1</sup>, employee engagement is a top priority for employers. Today's workplace dynamics make it even more challenging to ensure that employees feel seen, heard, and engaged.

Improving employee engagement has been linked to increased profitability, better retention, and attraction of higher-quality employees, making it a smart investment to actively connect with your people. So how can a busy HR leader strategically collect and turn employee feedback into action?

In this guide, we'll explore how an employee engagement software solution like TINYPulse can help foster an organizational culture that enables your business—and employees—to perform at their highest potential.



<sup>1</sup> Gartner. Top 5 HR Trends and Priorities for 2024.



# Why Employee Engagement Technology Matters

Engaged employees are more productive. They spend more time on their work and less time looking for new opportunities. Increasingly, employees feel that workplace flexibility helps them be more productive. And, research shows, it also keeps employees happy.

Hybrid and remote work have many advantages, such as widening the available talent pool and offering flexibility for workers. But it does come with few downsides, namely the fact that remote work eliminates those frequent social connections that make work feel more “human.” For example, it’s more difficult for a manager to recognize an employee for a job well-done or schedule one-on-ones, harder to deliver and receive peer-to-peer recognition, and more challenging to provide feedback and mentoring to grow and develop employees’ skills.



**52%** say they had already tried to negotiate flexible work with their current employer<sup>1</sup>

**43%** say that flexible working hours helped increase their productivity<sup>2</sup>

**30%** say that less or no time commuting allowed them to be more productive<sup>3</sup>

<sup>1</sup> Forbes. Why Flexible Work Boosts Employee Productivity. 2024.

<sup>2</sup> Gartner®. Digital Workers Say Flexibility Is Key to Their Productivity. 2021.

<sup>3</sup> Gartner®. Digital Workers Say Flexibility Is Key to Their Productivity. 2021.



65% of remote workers say online communication and collaboration tools are a good substitute for in-person contact. Do you have the solutions you need? If you don't have a method to keep tabs on the well-being of your distributed workforce, how do you know which employees to recognize or who might need additional support?

This is why employee engagement software has become the cornerstone of the modern hybrid workforce—giving people the ability to build relationships and feel valued, and reinforcing a sense of purpose for employees who are not working together in person.

Choosing the right software to make these important moments consistent and impactful is critical to hybrid companies.

## **Holistic well-being at work is good for all.**

Your employees have a lot on their plates: personal lives, family, their health, financial and work stress, and more. Employers must acknowledge that people's lives are not segregated, and that employee well-being might have many contributing factors.

Corporate programs that support work-life balance typically increase productivity, reduce turnover, and improve employees' mental and physical health—and strengthen diversity. In companies with universal policies for family leave time, flexible scheduling, and help with childcare, the percentages of Black, Hispanic, and Asian American male and female managers increased significantly.

Research shows how important it is to focus on the holistic well-being of your employees. In fact, TINYpulse found that 88% of employees who have high well-being report feeling engaged at work.



Positive well-being and high employee engagement are good indicators of a healthy workforce, making it all the more important to get a gauge for how your employees are feeling. Resilient employees<sup>1</sup>, or ones who are supported, motivated and equipped are best-positioned to overcome obstacles and distractions. These employees have a big impact on your business initiatives. According to Forbes<sup>2</sup>, a happy team is more likely to be energized, more creative, and get more work done. Positive sentiments like trust and belonging rank high as indicators of happy workers.

### **Build a better 1-on-1.**

A 1-on-1 is a valuable time for a manager and employee to connect, improve communication, and set goals. These meetings help employees feel valued and can boost engagement. Coach from TINYpulse is designed to help facilitate productive and consistent 1-on-1 conversations to encourage happy and high-performing teams.

### **Transparency goes a long way.**

According to Business News Daily<sup>3</sup>, one of the top tips for keeping your employees happy and feeling valued and respected is to be transparent. Activities to promote transparency include:

- Sharing company financial information.
- Regular communication about key business updates.
- Establishing a company-wide open-door policy.
- Holding “all-staff” or town hall meetings to disclose company information.

Transparency gives workers a sense of belonging and encourages engagement, which can lead to better retention and overall performance.

<sup>1</sup> Center for Workplace Mental Health. Resilience: A Strong Workplace Needs It.

<sup>2</sup> Forbes. If You Want To Be More Productive At Work, Get Happy.

<sup>3</sup> Business News Daily. 12 Secrets to Keeping Employees Happy Without a Raise. 2023.



# How To Find the Right Software for Your Organization's Unique Needs

Whether you have less than 100 employees or more than 5,000 employees—you are working entirely on-site or hybrid—it's safe to say that no two organizations are the same. It can be helpful to start by evaluating your own culture to decide what solution is best for your unique needs.

## STEP ONE: START WITH WHERE YOU ARE

The first step to figuring out if employee engagement software is a good fit for your organization is to benchmark where you are today. Review any current initiatives and evaluate how they are performing. Are you spending time, money, and other resources on activities that aren't working? Eliminate any employee engagement initiatives you previously had in place if they are not being utilized.

Successful relationship management directly correlates to an employee's happiness at work. As you consider your goals for healthy engagement, it can be useful to assess if your employees feel heard and valued. A great engagement tool can help you to understand where to celebrate and engage with your employees to recognize their efforts.



## Understand what motivates.

Knowing why employees stay or leave can help you focus on aspects of your business that might impact retention.

Employees typically respond positively to:



**Recognition and appreciation**



**Having insight/  
transparency into the  
company's mission**



**Feeling heard and  
valued by members  
of the C-suite**



**Having consistent  
1-on-1s that create  
a strong employee-  
manager relationship**



**Work that  
is interesting,  
challenging, and  
has a clear purpose**

## STEP TWO: SCOPE AVAILABLE OPTIONS

Once you've identified your starting point, your goals, and what drives or discourages talent retention, you can develop a plan for better employee communication and engagement. Your next step is to narrow the field of vendors to those that meet your needs. Start with a longer list, then weed out based on the criteria you've determined is important. The goal is to get your list down to no more than 3–5 vendors you'd like to engage in a sales conversation.





## 18 Questions to Evaluate Employee Engagement Technology Companies

### Ease of Use

1. How easy is it to navigate through the software?
2. Does the software come with pre-built surveys?
3. Can you design your own custom surveys?
4. Does the software support a variety of survey types?

### Product Depth

5. Is there support for the manager's experience and how they foster engagement?
6. Are there options for employee well-being, not just surveys?
7. Is there a way to recognize peers?
8. Is there help for not just recognizing engagement issues, but also solving them?

### Reporting

9. How does the software support closed-loop feedback?
10. Is the data provided through the software easy to interpret? Easy to manipulate?
11. Are the surveys truly anonymous or simply "confidential"? [see side note]
12. Does the software provide adequate reporting for the executive team?

### Technology

13. Do you have a tech roadmap?
14. What other software platforms do you integrate with (HRIS in particular)?
15. What is your company's policy on integration with other software?
16. How will the software scale with my company's growth?

### Implementation and Support

17. How is support provided? Are there customer service reps? Online chat?
18. Is there a knowledge base of support articles?

### Anonymous vs. Confidential: Why It Matters

Anonymous and confidential are not the same thing. Though an employee might appreciate having a confidential discussion with a manager or HR representative, anonymous surveys are a better way to build trust and get unfiltered feedback.

A third party can ensure feedback is honest and transparent, enabling employees to:

- **Avoid fear of retribution for being honest.** Employees won't be concerned about getting treated any differently for saying things you might not want to hear.
- **Speak up outside of the larger team.** Just because some employees don't dominate every meeting doesn't mean they don't have valuable input. An anonymous survey gives more introverted employees a chance to speak their minds.

### STEP THREE: GET EXECUTIVE BUY-IN

By now, you've identified some of your options and narrowed them down to one or two vendors that best match your organizational needs. Gaining executive buy-in for purchasing employee engagement software is a common hurdle for HR leaders. To leverage an employee engagement software solution like TINYpulse, you need collaboration and buy-in from executives. It's critical to communicate your engagement goals to leadership and demonstrate the value of putting this effort into improving employee engagement.

- **Feel valued by the organization.** The larger the organization, the less your employees might feel like their voice matters. Anonymous surveys offer valuable employee-up communication that leadership needs to create a successful work environment for all.



Come to the table ready to make your case. Prepare for potential roadblocks with the following examples:

#### ROADBLOCK EXAMPLE 1:



**We're already paying for "x" software—why do we need something else?"**

Response: "x" software was not explicitly designed for employee engagement. For example, if you have a survey tool, it may not provide direct recommendations for what to do once you've collected the data. Or it could be that your leadership thinks your HRIS software should be all you need. To address these concerns:

1. Remind leadership of the problem (i.e., we are not retaining employees because they do not feel that their opinions are being heard or taken seriously).
2. Demonstrate how an employee engagement solution offers actionable data and how it translates to the bottom line.
3. Point out how making it easier to show recognition or appreciation and having a built-in guide for impactful 1-on-1s can have a positive impact on many aspects of your business.

#### ROADBLOCK EXAMPLE 2:



**We need to stay within one software ecosystem (i.e., Microsoft)."**

Response: Many solutions today are designed to integrate with a variety of software ecosystems.

#### ROADBLOCK EXAMPLE 3:



**Now is not the right time; let's wait for [insert future date here]."**

Response: If you are waiting for a future date, your talent retention problem will likely only amplify. Pick a few key roles in the company and calculate the time and cost to hire and train a new employee for each role to make your case.

## STEP FOUR: CHOOSE THE BEST VENDOR FOR YOUR ORGANIZATION

The right tool can make or break your employee engagement activities. You need a method that optimizes consistent employee feedback at scale while enabling your organization to succeed by creating a human-centric work environment that improves culture and performance—and results in a better bottom line.

Find a vendor that acts as an extension of your team. Your vendor should offer dedicated, on-demand customer support, resources, and guides to keep your organization apprised of trends. A solution like TINYpulse can ensure you're successfully connecting with employees to make the most significant impact on your organizational culture.



**We had a huge unmet need for recognition. There were really no options for sending recognition across teams or across departments...when someone helps me out trying to access some data source or whatever, I want to be able to do something nice for them. That's where the cheers really comes in."**

**Ben Dalgetty, Management Analyst,  
County of San Mateo**







# Why TINYPulse?

TINYPulse by WebMD Health Services uses an employee engagement approach designed to help you create a real, human-centric work environment. We enable you to pinpoint specific areas in which to focus your resources to improve employee engagement and organizational culture.



Ready to discover how TINYPulse can help you build a foundation for an organizational culture that fuels your business?

[REQUEST A DEMO TODAY >](#)

TINYPulse's scientifically proven tools help leaders:

- **Discover Engagement Drivers:** Uncover the real drivers of engagement with data-driven insights and recommended actions to optimize investments.
- **Access Insights:** Utilize science-backed reports and dashboards to measure employee sentiment and pinpoint areas for leadership improvement.
- **Foster Motivation:** Provide a platform for employee recognition and anonymous suggestions, boosting morale and engagement.
- **Improve Communications:** Dive deeper into responses and encourage more honest feedback and suggestions through an anonymous two-way communication feature.
- **Strengthen Manager-Employee Relationships:** Facilitate goal setting and continuous feedback, fostering stronger connections and alignment between managers and employees.
- **Enhance Experience:** Improve overall employee experience, productivity, and retention in the organization.