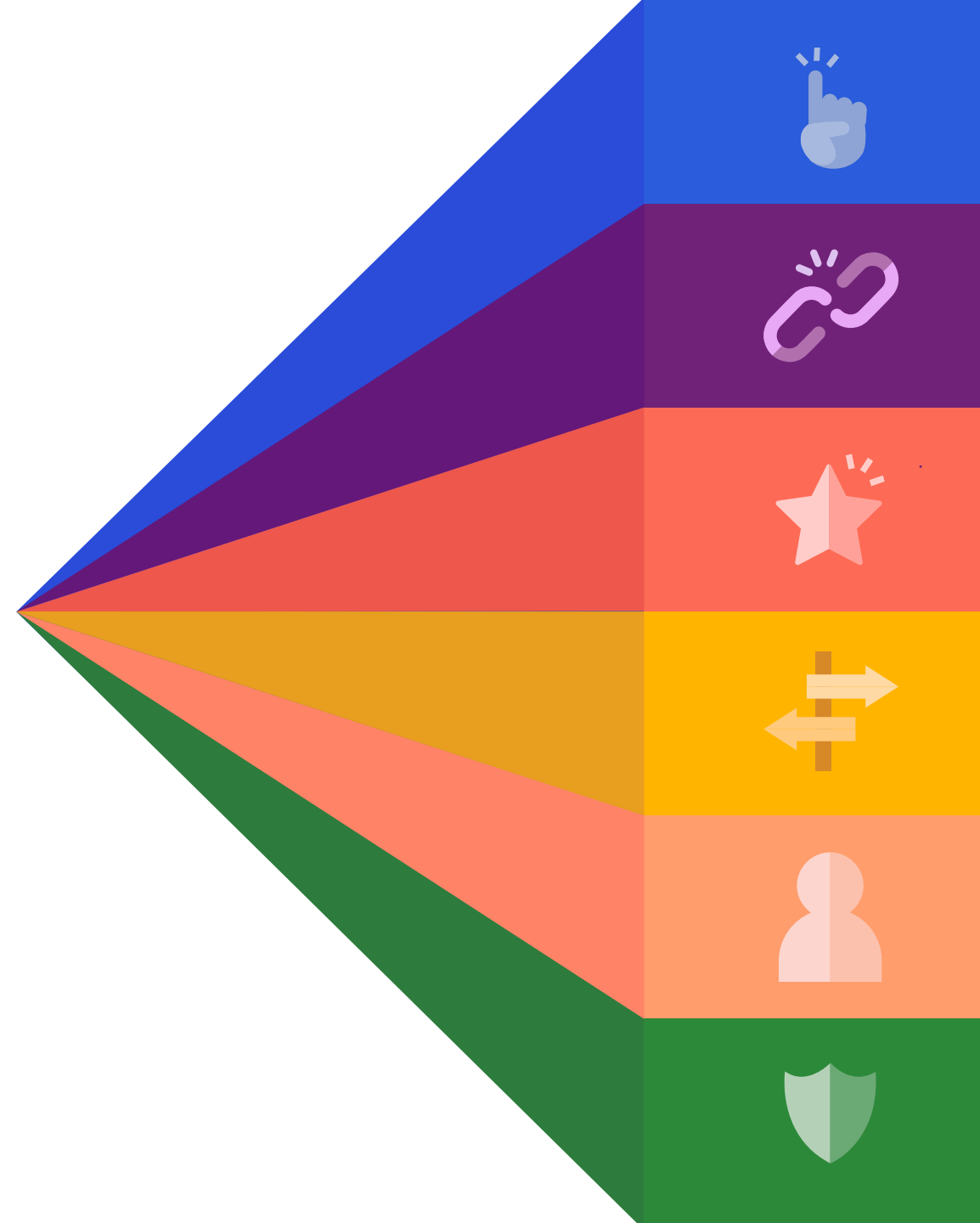




CUSTOMER STORYBOOK



It's easy to *talk* about the **employee experience** — but *crafting* one from the ground up is a whole different story.

Now more than ever, businesses recognize the strategic importance of creating workplaces founded on a **strong culture, active recognition,** and **meaningful work.**

But when your company is missing these critical building blocks, the employee lifecycle can become a minefield for disengagement, misalignment, and more. And with the **war for talent** at a fever pitch, no one can afford a misstep.

No matter what challenges your company faces, you're not alone. We've seen it all — and we can help.

Use this storybook as a guide to see how organizations of all sizes have solved for **weak culture, low engagement, poor alignment,** and other common employee experience problems using the Kazoo platform.

Ready? Let's tell a better story together.



Kazoo Helps You

INCREASE ENGAGEMENT

How likely are your employees to recommend your company as a place to work? If that eNPS score is hurting, your organization is suffering from **low engagement**, putting you at risk for **low productivity** and **high turnover**.

These organizations used the Kazoo platform to turn their employer brand around and reaped the rewards in **higher morale** and **retention** across the board. When your employees are engaged, they bring their best selves to work — so jumpstart the process by making your workplace the best place to be.

Customer

Problem

Kazoo Solution

Results



Engagement efforts that were challenging to manage and measure

Elevated member experience program with recognition and **custom rewards catalog**



17% decrease in turnover and 68% increase in number of high member service score employees



Unengaging, top-down performance management process

Democratized performance conversations with **360 feedback** and Kazoo's check-in functionality



Feedback is shared openly, with an average of 4 performance requests completed per person



Low-productivity employees

Company-wide **employee recognition** program



77% of low-performing employees improved performance ratings anywhere from 20-40%

Kazoo Helps You

ENRICH CULTURE

Growth is good. But sometimes, it comes with a cost. In companies that experience **high growth** or have **disjointed workforces**, the culture and values of the original organization can become strained or lost. This is especially true for companies that have experienced **mergers and acquisitions**, have many **remote workers**, or are dispersed across many **locations**.

These companies used the Kazoo platform to unite scattered workforces and realign their values — and saw their retention, engagement, and program participation skyrocket as a result. That's the kind of growth we like to see.

Customer

Problem

Kazoo Solution

Results



Poor communication and fragmented culture across several locations

Used Kazoo **Behavior Bonuses** to incentivize **participation in team-building** and wellness programs



70% participation in team-building programs and 94% Kazoo adoption



Inconsistent employee recognition and under-utilized core values

Reinforced company culture by **tagging public employee recognition** with **company core values**



Recognized with multiple “Best Places to Work” awards since launching Kazoo



Disconnected employees across office locations

Incentivized community-building with Behavior Bonuses alongside real-time employee recognition



30% increase in ‘Recommend to a Friend’ rating on Glassdoor

Kazoo Helps You

DO MORE, BETTER

The average large company uses at least **9 different platforms** to handle its HR and talent functions. If your organization is one of these — especially if you're using outdated legacy systems — chances are, you aren't getting full functionality or bang for your buck. It's time to shed those **expensive, cumbersome, inconsistent** programs.

These companies used the Kazoo platform to streamline their HR functions, save on rewards budgets, and make an impact on their employee experience. We call it, "Do More, Better," and we'd love to help you do it too.

Customer

Problem


Kazoo Solution

Results



Siloed HR initiatives and struggling wellness program

Incentivized health and wellness initiatives across the company using Kazoo **Behavior Bonuses**



Decreased healthcare premiums by growing wellness program participation 191%



Manual, ineffective employee recognition program

Unified separate recognition, service, and reward **programs** with Kazoo



Only 13.5% of rewards budget used in first eight months



Time-consuming service awards program

Automated service awards on Kazoo with customized **rewards catalogue**



Reduced admin costs by saving a part-time position's worth of time

Kazoo Helps You

CREATE ALIGNMENT

Teamwork really does make the dream work — and when your business units aren't aligned, it can feel like your org is running a three-legged race. If your company is spread over **many locations**, or has recently undergone a **merger, acquisition**, or major **change in leadership**, it's time to resync.

You want to dream big? Make sure everyone's on the same page. These companies used the Kazoo platform to create **cohesive, collaborative cultures**, making major gains in **productivity** and **employee engagement**, and **reducing flight risk**.

Customer

Problem

Kazoo Solution

Results



Diverse employee base
with high turnover

Unified separate
recognition, service, and
reward programs with Kazoo



30% decrease in turnover
and 94% increase in
corporate survey responses



Outdated goal-setting
and performance
management process

Used Kazoo's **goals and
feedback tools** to **re-define
company goal setting** and
performance development



Transparency is embraced,
with 98% of employee goals
visible to the organization



Disjointed culture
spanning 30 locations
and 20+ acquisitions

Used Kazoo's **people data
and analytics** to drive
improvements throughout
change management process



Reduced flight risk by 5%
YoY, increased productivity,
and customer retention

Kazoo Helps You

IMPROVE LEADERS

Your organization is only as strong as its people. When managers and leadership are ineffective, those losses have a way of trickling down and negatively affecting your **eNPS score, employer brand, and productivity.**

These organizations used the Kazoo platform to make their leaders effective across all business levels. **Set your managers up for success** by ensuring employees understand their roles and expectations, receive consistent feedback, and are able to grow professionally. When they grow, you will, too.

Customer

Problem

Kazoo Solution

Results



High turnover and struggling recruitment efforts

Executive team connected with employees through comments, High Fives, and recognition reposts from the **Kazoo activity feed**

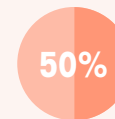


Over 100 'I heart my job' employee submissions for recruiting materials



Poor executive visibility into employee work

Used public recognition feed and **custom rewards** to offer **professional development** opportunities with executives

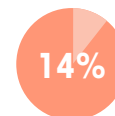


High executive visibility: 50% of leadership team reads Kazoo's recognition



Lack of employee data amid rapid growth

Leadership leveraged **people insights** and **Kazoo activity snapshots** to improve performance management



14% increase in ratings on Glassdoor

Kazoo Helps You Win

THE WAR FOR TALENT

With unemployment at a historic low, the war for talent is at a fever pitch. Studies show employees value doing **meaningful work** and **being recognized for their contributions**. The flip side? When workers don't feel valued, they start jumping ship.

The cost of low retention is high — replacing an employee can cost **more than 50% of that employee's annual salary**. And when turnover is high, low morale is contagious. See how these companies used Kazoo to their advantage in the war for talent, and how you can turn the tide.

Customer

Problem

Kazoo Solution

Results

Arrowhead
credit union

High turnover across multi-generational workforce

Implemented company-wide **Recognition & Rewards program** with 96% adoption rate



49% reduction in employee quit rate

mxm

Unsustainable employee turnover

Used Kazoo's **Behavior Bonus to incentivize hiring** and streamline employee onboarding



Decreased turnover 50% in one year

The Motley Fool

Difficulty attracting and retaining talent

Used **peer-to-peer recognition program** to improve employee happiness and engagement



Named Glassdoor's 'Best Company to Work for in the US' 2 years running

Ready to re-define your EMPLOYEE EXPERIENCE?

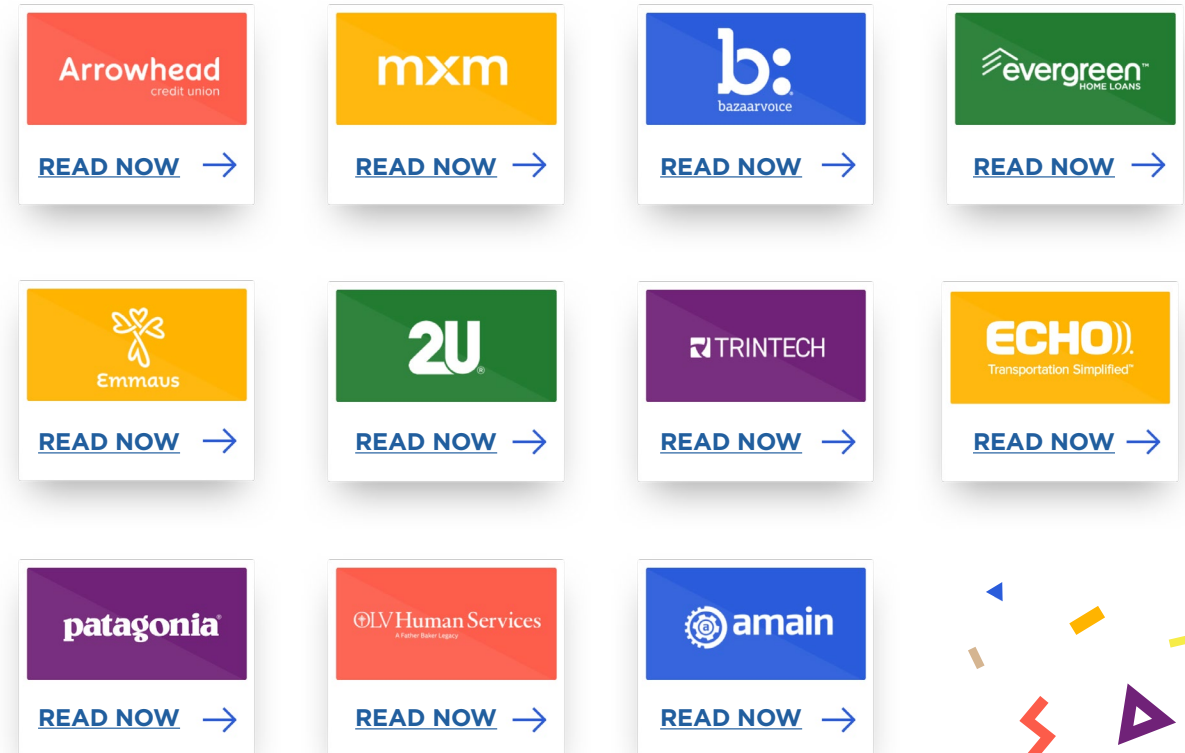
Create a workplace where employees can thrive by making performance, appreciation, and feedback part of the everyday.

Our employee experience experts will give you a **personalized demo** and show you how 100% of our customers achieved increased engagement with:

- Peer-to-peer social recognition, rewards, and bonuses
- Integrated goals, feedback, check-ins, and sync-ups
- Pre-built and custom employee surveys
- Easy-to-use mobile app and integrations, including email, messaging, and HCM systems
- Powerful insights and reporting across functions, levels, and locations

Want a deeper dive on our customer stories?

See our full case study library below:



Learn more at www.kazoohr.com

REQUEST A DEMO