

# Reflektive

CUSTOMER STORY



# Instacart Implements Real-Time Talent Development Platform

## ABOUT INSTACART

Instacart is a same-day grocery delivery service, with Personal Shoppers who pick up and deliver groceries in as little as 1 hour from dozens of grocery retailers, including national chains like Whole Foods and Costco, as well as local, regional grocers. Instacart’s customers save time and eat fresh food from the brands they trust.

To deliver on its mission of customer focus and delight, Instacart has continually invested in HR solutions, processes, and development.

## INDUSTRY

Consumer Tech

## SIZE

300+ Employees

## FOUNDED

2012

## BEFORE REFLEKTIVE

No systematized feedback mechanism

## CLIENT SINCE

Q2 2015

## Challenge

- Employees wanted more feedback to align with changing corporate goals as Instacart rapidly grew
- Teams had cross-functional dependencies to achieve corporate targets e.g. city launches
- With over 17 offices, Instacart needed a system to provide transparency into the work that was being done by distributed employees.

## Solution

- Instacart implemented Reflektive’s **Employee Success Platform** for:
- Real-time Feedback
  - Value-based Recognition
  - Easy Reviews

## Results

- 99% Review Completion Rate
- 975+ Recognition Events
- 3900+ Real-Time Feedback Interactions



## SHELBY WOLPA

Director of Human Resources, Instacart

“Real-time feedback is important for our business because we’re moving extremely quickly and goals are constantly changing.”

## Instacart’s Performance Opportunity

Shelby Wolpa joined Instacart in February 2015. Having started her career at traditional HR consulting firms Mercer and Towers Watson, Shelby was excited to build an cutting-edge employee performance development program from the ground up at a company with innovation built into its culture.

*“At Instacart, we take pride in improving the lives of so many different kinds of people - families, millennials, even individuals with disabilities.”*

From her experience at quickly growing companies like Palantir and One Medical Group, Shelby anticipated challenges that would arise as Instacart grew to more cities and offices. Specifically, Shelby wanted to prevent the following:

**Lack of a process for managers.** Like other quickly growing companies, Instacart has many new managers. Instacart wanted to empower them to be great coaches, growing and developing their direct reports without overburdening these managers’ other operational responsibilities.

**Sub-optimal communication.** With 17 offices, 17 cities of operation, and remote team members across the US, transparent communication was tough to promote. Instacart needed a new channel to surface wins and best practices to a distributed employee population so that collective knowledge and best practice could be shared more efficiently.

**Static goal alignment.** Instacart’s business strategy changes quickly to adapt to a very dynamic and essentially new market. Keeping employees goals aligned to these changes would be a challenge as the number of teammates, departments, and locations multiplied.

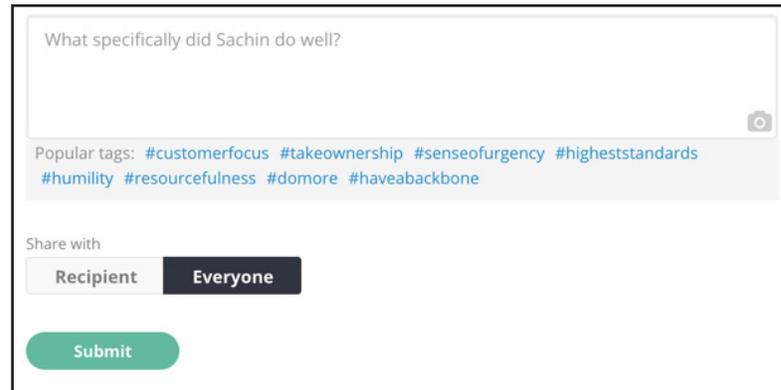
## Instacart's Solution With Reflektive

With Reflektive's Employee Success Platform, Instacart facilitated a process that enabled their employees to give each other real-time feedback organically throughout the year that spurred developmental processes and supported 1:1 manager/employee meetings. Real-time feedback was also pushed into a bi-annual performance review, pre-populating them with data, making the process more accurate and less taxing for employees and managers.

Instacart made transparency a priority with Reflektive's pervasive email plugin to surface feedback immediately. Weekly digests highlighted accomplishments across the entire company.

1 Feedback is logged immediately from the integration within Instacart's email platform, so employees didn't have to leave their workflow to give feedback.

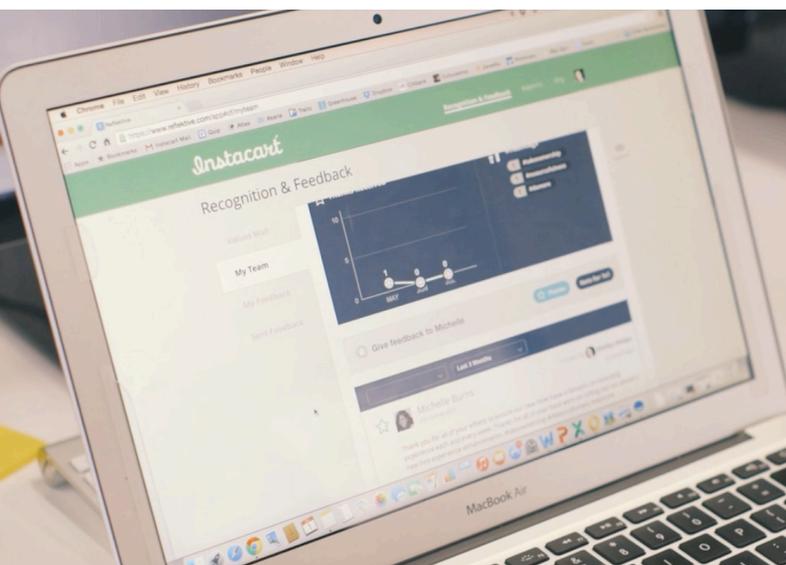
Tags based on Instacart's 8 Values also tied feedback to specific behaviors Instacart wanted to reinforce - they've been used over 925 times.



The screenshot shows a feedback form with the following elements:

- A text input field with the placeholder text "What specifically did Sachin do well?".
- A "Popular tags" section with a list of hashtags: #customerfocus, #takeownership, #senseofurgency, #higheststandards, #humility, #resourcefulness, #domore, and #haveabackbone.
- A "Share with" section with two buttons: "Recipient" and "Everyone".
- A green "Submit" button at the bottom.

*"Given how fast Instacart is growing, we really put a lot of emphasis on our values during our employee onboarding experience and throughout someone's tenure at the company. Every month at the company on hands meetings, we recognize eight different people for embodying each of our eight values to really highlight what these values mean in reality."*



2 Aggregated feedback show achievement trends and development areas to make manager/employee coaching in 1:1s more efficient and comprehensive.

Formal reviews avoid recency bias and are easier to complete with real-time feedback data from the entire evaluation period.

## Real-Time Performance Success

Partnering with Reflektive three months into her Instacart tenure, Shelby saw real-time feedback take off across the company for continuous performance management and collaboration. Shelby immediately saw several improvements:

**A Focus on Development.** The Gmail plugin and the weekly digest emails made performance top-of-mind for Instacart's employees. Over 40% of Instacart's Reflektive users give some form of feedback to a report or colleague each month.

**Transparency Across the Organization.** With 17 offices across the US and new city expansion plans, Instacart has utilized real-time feedback to highlight work that employees might not know about otherwise such as customer launch promotions that worked or outreach strategies that partners responded to the most. Corporate resources, like engineering, was able to jump in and help on cities' operational challenges after seeing feedback.

**Simplified Yet Powerful Performance Review.** With real-time feedback providing a system of record, managers were able to not only coach their employees but do performance reviews much quicker. Instacart finished an executive and peer-to-peer review in under 3 months with a 99% participation rate.

## ABOUT REFLEKTIVE

Reflektive, the employee success platform, is the most comprehensive solution for real-time performance management. With check-ins, reviews, 1:1s, real-time feedback, goal management, polls, and peer recognition, Reflektive is the modern performance management solution for the world's best places to work. For more information, visit [www.reflektive.com](http://www.reflektive.com)



REVIEW  
COMPLETION RATE

99%



RECOGNITION  
EVENTS

975+



REAL-TIME  
FEEDBACK  
INTERACTIONS

3900+