

4 reasons to choose Culture Amp



Culture Amp empowers companies to drive performance at scale with science-backed tools for performance management, engagement, and development. Trusted by over 6,500 organizations worldwide, it's the platform leaders rely on to drive measurable HR impact.

Here's what makes Culture Amp different:

1. People science

People science is embedded throughout all of our products, AI capabilities, expert guidance, and best practices. This empowers people leaders to confidently take impactful action and drive organizational performance.



Founded in rigorous people science

Solutions powered by organizational psychology and behavioral science.



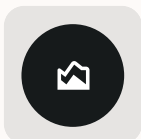
Continuous innovation

Research-backed innovation with measurable business impact.



World-class experts you can trust

Our People Science team informs the research, frameworks, and practices that power all of our solutions.

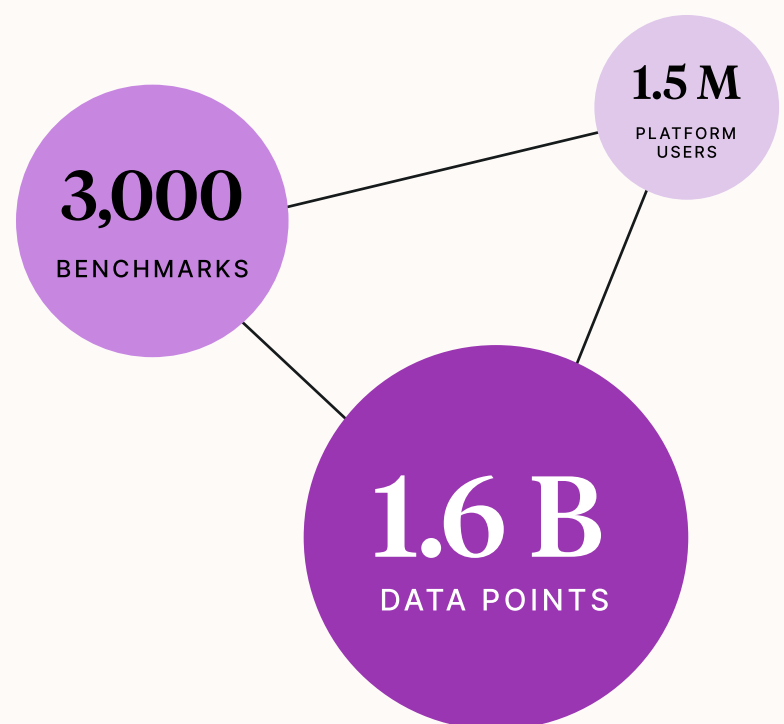


A science-backed approach to performance

Insights from leading organizations to elevate performance.

2. Deeper insights

With over 1.6 billion data points and industry-leading benchmarks, Culture Amp surfaces the right insights and provides actionable data and benchmarks that let you make decisions more quickly and confidently.



By harnessing cutting-edge analytics and the industry's richest data set, leaders gain unmatched clarity to drive smarter, more strategic decisions at the speed of business.

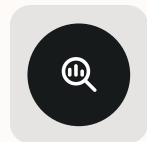
3. AI for HR

Culture Amp AI is purpose-built for HR, grounded in people science, and designed to drive maximum trust and security.



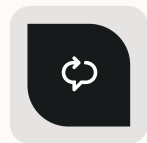
Trust by design

Our solutions prioritize transparency, privacy, and data integrity at every step.



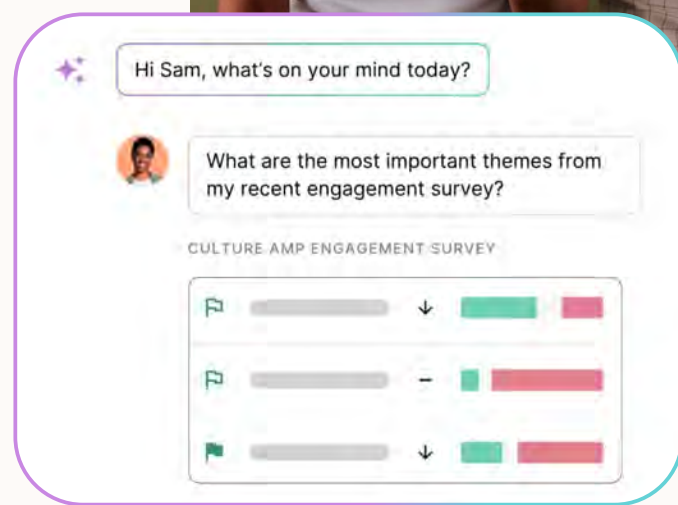
Personalized insights, powered by people science.

AI-powered insights are informed by leading research and tailored to each organization's unique context.



Contextualized guidance

With Culture Amp AI, you can move from insight to impact faster than ever.



4. World-class UX

Culture Amp sets the standard for intuitive, inclusive UX – delivering tools that are as easy to use as they are powerful, for every employee at every level.

- Culture Amp's tools have been perfected over the years to be simple, intuitive, and adoptable by everyone.
- Our platform has been consistently recognized by industry leaders and analysts for its award-winning accessibility, intuitive user experience, and exceptional customer satisfaction.

“We’ve saved time and money by having all this in one platform. Managers *easily navigate the tool* to identify insights and support action planning.”

Kristin Swanson

Senior Talent Development Manager

