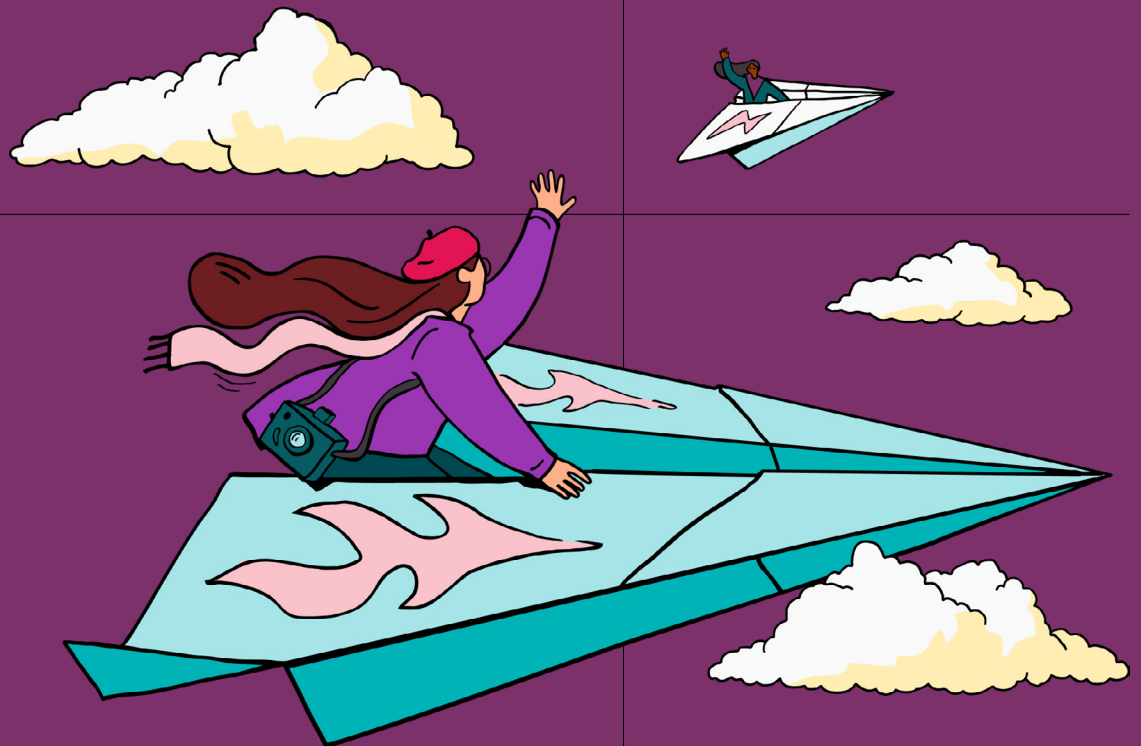


5 Reasons to choose Culture Amp





What sets Culture Amp apart

With so many employee experience platforms out there, why should you trust Culture Amp to create an intentional culture that delivers results? Well, there are five main differentiators that set Culture Amp apart from its competitors:

1. Powerful people science you can count on
2. Unparalleled data & connected insights to fuel your workforce
3. A service model like no other
4. An intuitive interface that drives engagement
5. The thriving Culture First community

Read on to learn more about each of these factors – and find out why 6,600+ leading companies worldwide choose to power their employee experience (EX) with Culture Amp.

1. Powerful people science you won't find anywhere else

People science is the practice of understanding and shaping how people think, feel, behave, and learn – and it's at the heart of everything Culture Amp does. It's a cross-disciplinary practice that exists at the intersection of behavioral psychology, organizational development, business analytics, and data science.

Unlike competitors that outsource their research, Culture Amp's people science team works fully in-house, focusing 100% of their research efforts on our product and our customers. Each people scientist at Culture Amp has:

- A master's degree or Ph.D. in Organizational Psychology, Organizational Development, HR/Business Analytics, or a related field
- 3+ years of applied experience, for example, working as an HR professional within an organization and/or consulting with organizations
- At least 2 years of applied experience working with surveys throughout the employee lifecycle (candidate, onboarding, engagement, inclusion, exit) and/or 360-type feedback processes

This mighty team works across the organization, constantly improving our product, conducting and sharing the latest research on the business impact of EX, and partnering with organizations just like yours to help:

- Create equitable processes that reduce bias for all employees
- Set goals and manage OKRs across the company
- Build critical connections that keep teams aligned through effective 1-on-1 strategies
- Manage and motivate employee development with clear growth plans
- Provide science-backed guidance to upskill managers
- Co-design surveys to collect the right data for strategic decision-making

“Culture Amp’s *people scientists* helped us establish some frames and guard rails around what we wanted... We were able to map responses back to the team, department, and business unit levels to understand if any [attrition] patterns were appearing across the organization.”

Rich Taylor

Senior Vice President, People Experience & Diversity
Nasdaq



2.

Unparalleled *data* & connected *insights* to fuel your workforce

Data is key to surfacing the insights you need to foster a high-performing, highly engaged workforce. That's why we've collected **approximately 1 billion survey responses* worldwide** from over 6,600 of the most innovative and successful organizations globally.

[Our data](#) comes from companies of all sizes and industries, giving us a wealth of knowledge about what does and doesn't work when it comes to organizational culture and performance.

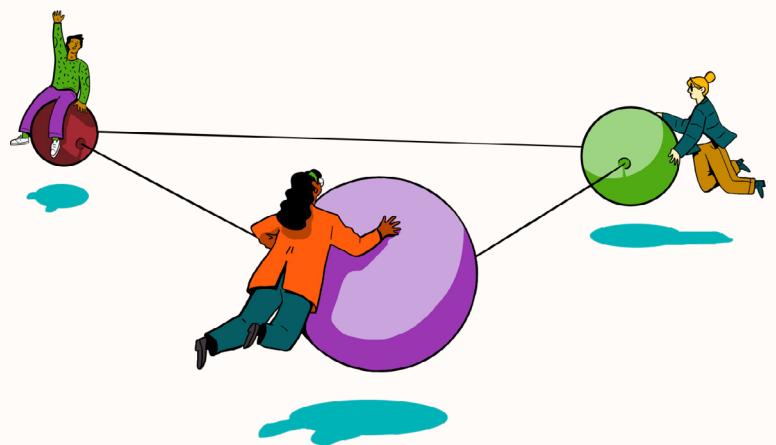
It's not just the number of individual survey responses that makes Culture Amp stand out. By leveraging advanced analytics to aggregate insights from statistically valid groupings (i.e., industry, region, job function, and individual attributes), we provide our customers with a comprehensive view of their organization's strengths and weaknesses, and benchmark their performance against industry peers.

*Over 41 million surveys have been completed with Culture Amp to date, making up the world's largest employee data lake.

Moreover, the Culture Amp platform allows customers to connect insights across engagement, development, and performance measures while also linking survey results back to specific business outcomes. This gives you and your business the ability to:

1. Improve engagement among your top performers
2. Save costs by reducing turnover
3. Connect the dots between employee engagement and customer satisfaction
4. Improve the productivity of your managers and HR teams

When you select Culture Amp as your employee experience solution, you're choosing a tool at the forefront of people analytics. Unlock the insights you need to create a culture of engagement and performance that drives business results with the largest employee dataset in the world.



3.

A service model like no other

At Culture Amp, we understand that your organization's success depends on having an employee experience partner you can rely on. That's why we've built a service model that puts our customers first.

Right from the very start, you'll have access to Culture Amp's world-class customer success team. These experts are dedicated to helping you get the most out of our platform and achieve your engagement, performance, and development goals. Our support services include:

- Performance review training
- Platform setup & training
- Survey guidance
- Survey design & launch
- Post-survey guidance & results
- Action & strategy planning

And we do more than just provide support. **At Culture Amp, we believe that great service goes beyond solving problems – it's about building relationships and helping our customers achieve their goals.**

Together, we explore your unique needs and goals and develop a customized plan for success that grows as your organization grows.



“The beauty of the platform is that it’s easy, and I don’t need much technical support. But knowing I have access to such helpful people who offer great ideas and engage in a productive dialogue is a huge differentiator.”

Paula de Haen

Paula de Haen, VP of People Programs

[Ticketmaster](#)

4.

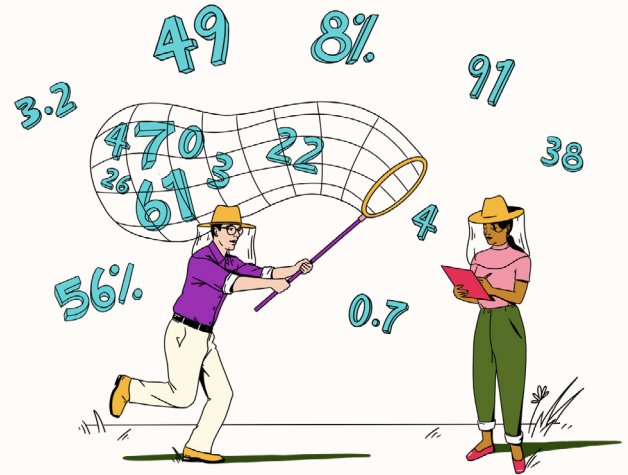
An intuitive *interface* that drives engagement

The Culture Amp platform was built with the user in mind. Its clean and simple design is easy for anyone to use – whether you're a C-level executive, HR leader, front-line manager, or individual contributor.

That's one reason **Culture Amp scored 45-66% higher than other major HRIS vendors in Net Promoter Score (NPS)**, which measures (1) the likelihood of recommending a product to a friend or colleague and (2) customer satisfaction.

Our intuitive interface was designed to drive engagement and participation across the full platform, from performance reviews to development planning and employee surveys. Don't just take our word for it, though. Look at the data. For example, customers that hold surveys on the Culture Amp platform have an **80% participation rate on average**.

Culture Amp was designed to be flexible – using the platform, you can easily customize surveys, set OKRs, and design competency frameworks. Plus, with our powerful analytics tools, you can quickly analyze your results to gain insights into what's working and what's not.



“The real-time nature of the platform is like nothing I’ve ever seen before. It’s incredibly fast to make changes, to get Results, and to derive insights. We get a very unbiased objective view of what people are saying, what people are feeling, what they want, and what they need.”

Amy Toppen

VP HR

[Soulcycle](#)

5.

The thriving *Culture* *First* community

When you become a Culture Amp customer, you get more than our software and services – you get access to the [Culture First community](#), the largest global community of HR executives and people leaders.

Made up of **100,000 HR executives, practitioners, and change agents globally**, the Culture First community is a place where you can work through shared workplace and cultural challenges – together. Join our community for exclusive resources, including:

- Early access to new features and product updates from Culture Amp
- Live events and webinars featuring industry experts and thought leaders
- Online forums and discussion groups where you can connect with peers, ask questions, and share your experiences
- Best practice guides and resources for improving your organization's culture and engagement

Above all, the Culture First Community is a place to get to know others who share your values and vision for better workplace culture. Whether you're just starting out on your journey or you're a seasoned pro, you'll find a supportive community of peers who want to help you succeed.

Looking for a science-based performance process, rooted in human insight, that your employees will love?

See how Culture Amp can help your initiatives today.

Contact us