

5 ways Culture Amp is maximizing your impact

(that you won't find anywhere else)





What sets Culture Amp apart

You're already using Culture Amp's performance-driving platform to transform your organization and put your culture first. But are you taking full advantage of everything Culture Amp has to offer? Whether you're looking to optimize performance, boost engagement, grow and retain talent, or gain critical insights into your culture, there are five main differentiators that set Culture Amp apart from other platforms and help you meet your goals:



Powerful People Science you won't find anywhere else



Unparalleled data and connected insights to fuel your workforce



A service model like no other



An intuitive interface that complements your tech stack



The thriving Culture First community

Read on to learn more about each of these factors—and find out why you're in good company with the 6,600+ other leading companies worldwide that 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.

Your surveys, peer feedback tools, and analytics are built on proven methodologies refined through millions of employee responses across thousands of global organizations. Data patterns from top-performing companies directly shape your question templates, report visualizations, and action recommendations. This systematic approach makes you the expert within your organization, helping you identify what drives engagement and performance, backed by the largest collection of workplace insights in the industry.

Culture Amp's People Scientist team is also the largest in the industry, partnering with our product team to drive innovation. They draw from deep expertise, research, and top insights from our customers to shape the tools you rely on every day, from survey designs to data analysis. Whether you're sending out a survey or employees are providing direct feedback to peers, you can trust that you're getting the insights you need to enact positive change and create a better world of work.

Our People Science research and methodologies also inform our AI product strategy: Culture Amp is the only HR platform that combines trusted People Science with AI efficiency. With PhDs in organizational psychology and machine learning, our People Scientists have over a decade of experience studying the world's top-performing teams. Their expertise ensures high-quality AI features at every stage of product development – from discovery to model evaluation and bias identification.

“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

In today's competitive landscape, innovation and success hinge on making quick, data-informed decisions. Yet, many leaders lack the insights to connect the dots between employee experience data and business performance. Without actionable intelligence, it's difficult to align workforce culture with strategic goals and make decisions that truly move the needle.

Culture Amp bridges the gap between insight and action, enabling you and your team to become strategic change agents. With 15 years of employee engagement expertise and the world's largest people data set, our platform amplifies your people and your business – because people are your biggest lever to drive performance.

The Culture Amp platform combines billions of high-quality data points from three key sources: 6,600+ customer organizations, 3,000+ industry benchmarks compiled from over 62 million survey responses, and your own workforce data. Our People Science methodologies ensure accurate, bias-free analysis of this data, translating complex patterns into actionable insights that help you build and sustain high-performance cultures.

Because of the easy-to-use and intuitively designed nature of our platform, our tools and the insights they generate are valuable to a greater variety of users – your admins, your leaders and managers across the organization, and your employees and teammates. And as more of your employees engage with the platform, there's more data to pull from to amplify results.

For example, Benchmark, a global electronics engineering and manufacturing company, uses Culture Amp to increase frontline worker engagement and achieved a 10%+ increase in participation rate across a three-year time period.



3.

A service model like no other

Your organization's success depends on having an employee experience partner you can rely on. That's why Culture Amp's service model puts customers first.

From the very start, you've had 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. You can rely on their support for:



Performance review training



Platform setup & training



Survey guidance



Survey design and launch



Post-survey guidance and results



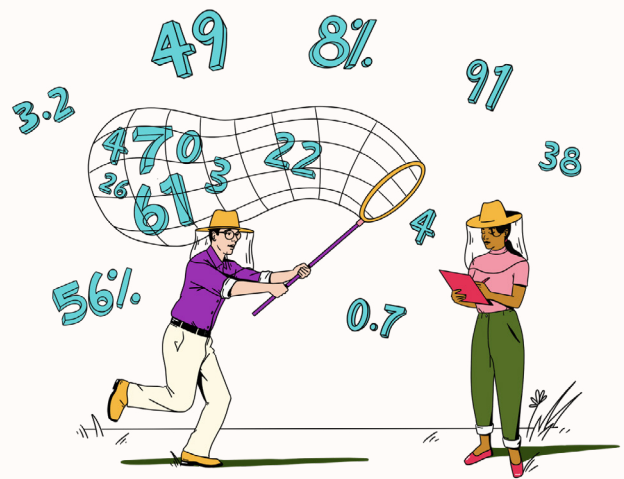
Strategy and action planning

But great service goes beyond solving problems – it’s about building relationships and helping customers like you achieve their goals. If you haven’t already, speak with your Culture Amp customer success team to explore your unique needs and goals and develop a customized plan that grows as your organization grows. As initiatives are implemented, our customer success representatives can help ensure you meet your goals, no matter how they evolve.

“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

VP of People Programs, Ticketmaster



4.

An intuitive *interface* that drives engagement

The Culture Amp platform is purpose-built to deliver next-generation capabilities through an intuitive interface that any user can easily navigate. No matter how you use the platform, you'll get a tailored user experience centered around your goals.



Sophisticated insights, integrations, and automations make it simple for HR leaders to access the data and tools needed to transform administrative work into strategic action.



For organizational leaders and managers, our platform acts as mission control, delivering real-time people insights and next best actions to help your team succeed.



Your employees also gain access to powerful tools for feedback, goals, and development that empower them to take control of their impact and potential at work. This employee-first approach drives engagement by connecting individual growth to organizational success.

Our platform is also designed to work alongside your HRIS, not compete with it. While your HRIS excels at managing core back-end, admin-focused work, Culture Amp provides the easy-to-use front-end experience that engages users and drives meaningful action. When you take a complementary approach and work with both platforms, you can maximize the value of your investment in both.

“We were already using Culture Amp for engagement and we had such *great feedback* about the ease of the tool and the user experience for people from an engagement standpoint, that we then partnered with Culture Amp to take us on the next evolution of our journey.”

Kavita Khanna

Executive Leader,
People & Workplace, Foxtel



5.

The thriving *Culture* *First* community

As 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. Make sure to take advantage of 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.

Driving measurable business results

When you combine engagement with performance strategies, the impact is clear. A [2024 Forrester Total Economic Impact™ study](#) shows how organizations using Culture Amp are transforming their business outcomes:

\$963,000

increase in profitability through higher employee engagement, which drives better customer experience and sales performance

\$1.2M

saved in retention costs by reducing turnover and associated hiring expenses

\$655,000

in productivity gains as managers lead and coach more effectively

\$191,000

saved through streamlined HR operations and learning programs

Overall, organizations saw a 311% return on investment and \$2.30M in net value over three years. While these numbers show the tremendous value Culture Amp customers gain with their partnership, the lasting takeaway is how the figures reflect real improvements in how people work, lead, and perform.

Want to learn more about how to leverage your Culture Amp platform to drive employee performance and foster a culture-first workplace?

See how Culture Amp can continue to help amplify results in your organization. Culture Amp.

[Visit us](#) or contact your Account / Customer Success Manager