



GMZ

Reducing Cost - Increasing Quality

CultureTrak SaaS by GMZ

By accessing this document, you agree to maintain confidentiality and only use the information for its intended purpose, as outlined in the Non-Disclosure Agreement.

Vision & Objectives

Our vision is to become the leading holistic people analytics platform, driving retention and engagement.

The Challenge

Employers today collect employee engagement data across multiple disconnected systems without connecting the dots. Public perception metrics like employer reviews also sit isolated.

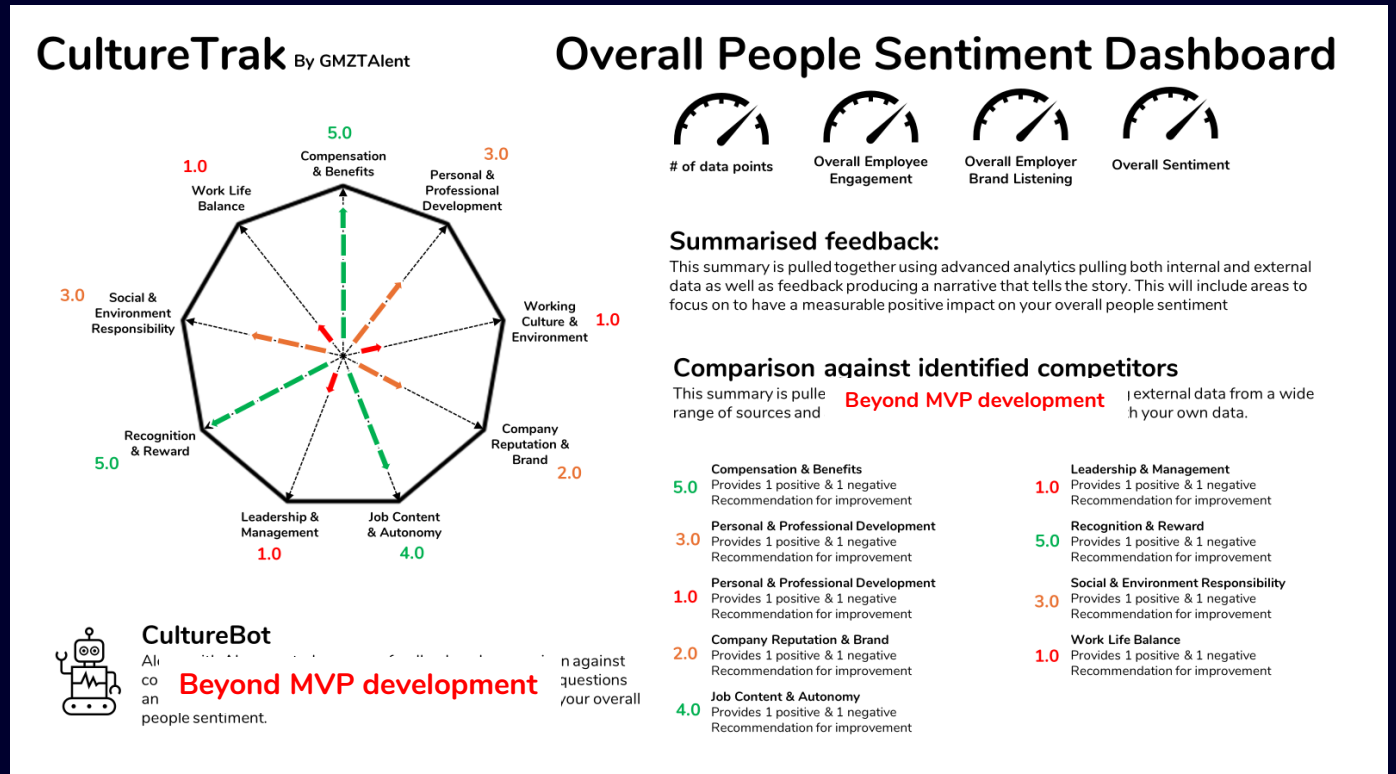
This fragmentation buries crucial intelligence for improving experience, advancement and retention. People leaders lack integrated insights to course-correct in real time. This leads to a static employer brand and damage to the employee value proposition.

Minimum Viable Product

The objective is to get a minimum viable product that can then be sold, at a reduced rate on a 12-month contract to 5 to 10 customers. This MVP product will have the functionality to:

1. Obtain *employee listening* data (through scheduled surveys across the employee lifecycle, application through to exit and alumni, like the promo one here) hosted on Typeform [see example here](#). A business license for Typeform has already purchased
2. Obtain *employer brand listening* data (by listening to and extracting a mix of alphanumeric data from a host of locations such as [Glassdoor](#), [Indeed](#) & [Breakroom](#))
3. Data gathered from the two above areas would then be consolidated into a central database (to be determined).
4. Data from the central database would then be analysed by an advanced analytics platform (to be determined) identifying trends and themes in both alpha and numeric data.
5. All of this is presented back in an analytics dashboard (to be determined) as set out in Fig.1

Fig.1 A visualisation of the analytics dashboard



Further examples of dashboard in fig. 2 & fig. 3 show the employee engagement data (Typeform) and the brand listening data (Glassdoor, Indeed and Breakroom) the customer can review individually.

No personal data or information will be held from the Typeform survey, these are anonymous. All data to be collected from Glassdoor and Breakroom is publicly available.

Customers will need to be able to log in to their own page, via a website. Ideally, these dashboards will be able to be downloaded either into PDF format or into MS PowerPoint as part of MVP.

Data sets for MVP

Employee listening data to be gathered via the engagement surveys and questions in the 9 key employee value proposition areas:

- | | |
|---|---------------------------------------|
| Compensation & Benefits | Leadership & management |
| Professional & Personal Development & Opportunities | Recognition & reward |
| Working culture & environment | Social & Environmental Responsibility |
| Company reputation & brand | Work life Balance |
| Job content & autonomy | |

A spine of questions across these areas will remain consistent, allowing us to make comparisons against other customers. But importantly, allowing customers to get other data and insights they may need.

Employer brand listening data to be extracted from Glassdoor, Indeed & Breakroom and mapped with the same 9 key employee value proposition areas. The employer brand listening data, once mapped will allow a consistent measurement across all platforms. We will use a 1 to 5 rating which is consistent with Glassdoor & Indeed, but will need to weight this for other platforms such as Breakroom. Once the weighting is agreed we will need to build an algorithm to apply this consistently.

Fig.2 A visualisation of the employee engagement analytics dashboard

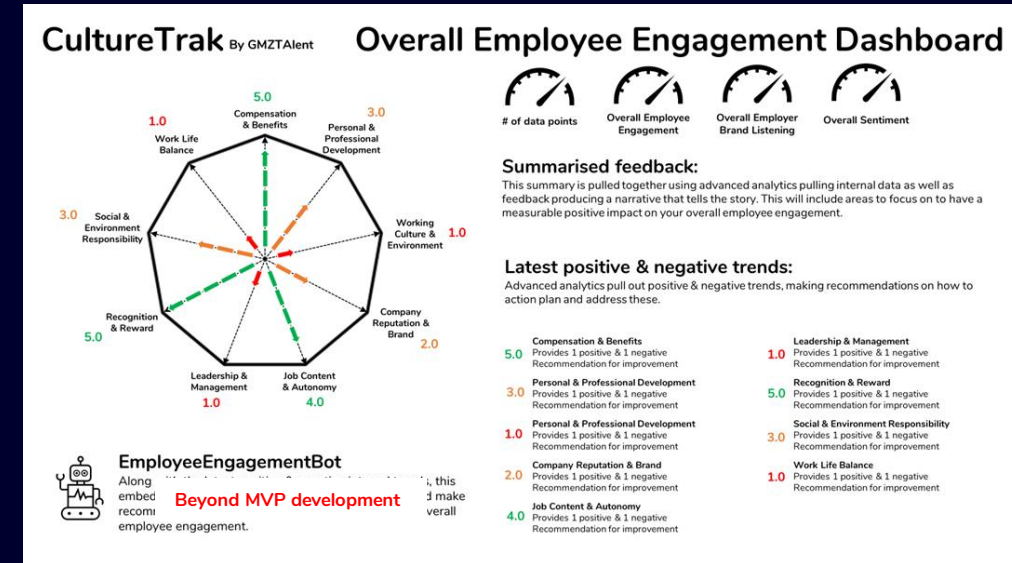
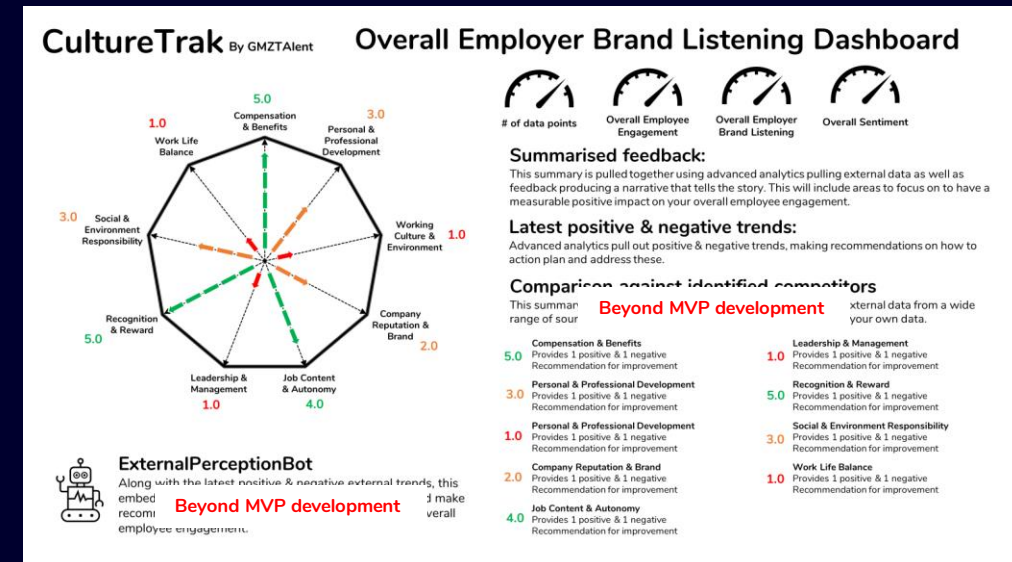


Fig.3 A visualisation of the employee engagement analytics dashboard



Beyond Minimum Viable Product

Once MVP is achieved and we have 5-10 customers signed up, we will look to develop further functionality to include:

- Generative AI | Along with AI generated summary feedback and comparison against competitors, this embedded chatbot will allow you to ask it questions and make recommendations on action planning to improve your overall people sentiment / employee engagement / employer brand listening
- Broaden External Listening | From Glassdoor and Breakroom across Social Media (Facebook, Twitter, TikTok and Google)
- Customers Empowered To Build Their Own Engagement Surveys | See fig. 4 on next page embedding Typeform and utilising generative AI functionality to help build their survey based on people sentiment needs (risks & issues)
- Segment Data | By departments & role types, using filters to dive deeper into insights
- Risks & Bad News Story Alerts | Risks generated from engagement surveys, where employees can flag concerns (this is demonstrated in the promo survey here). Bad news stories coming from written reviews on Glassdoor, Breakroom and other platforms

Fig.4 A visualisation of how customers will be able to build their own engagement surveys

