

Data-Driven Performance Management for an Online Streaming Provider



Problem

Traditional performance reviews were seen as infrequent, overly focused on past performance, and offered limited opportunities for ongoing development.

Employees felt disengaged from the process, and it had a minimal impact on their growth.

Solution

Transitioned to a model of continuous feedback and performance management:

- ✓ **Performance Management Software:** Implemented tools designed to facilitate regular feedback exchange and goal tracking.
- ✓ **Data Analytics:** Leveraged analytics to visualize performance trends and identify areas for improvement across teams.
- ✓ **Communication Integration:** Connected feedback tools with existing communication platforms (e.g., Slack) for seamless interaction.

Results

- ✓ Increased employee engagement as feedback became an ongoing part of the work process.
- ✓ Improved performance as employees received timely guidance and support to achieve goals.
- ✓ Enhanced company-wide insights into performance trends through data analysis.

Technology Stack

- ✓ **Performance Management Software:** Tools specifically designed for continuous feedback and performance tracking.
- ✓ **Communication Platforms:** Integration with existing platforms like Slack or similar.
- ✓ **Data Analytics:** Visualization tools for analyzing performance data.

Software Development

- ✓ **Integrations:** Seamless connection between feedback tools and communication platforms.
- ✓ **Dashboard Development:** Intuitive dashboards for tracking feedback and goal progress at the individual and team levels.
- ✓ **Dashboard Development:** Intuitive dashboards for tracking feedback and goal progress at the individual and team levels.

Before Metrics

Employee engagement with performance reviews: 50%

After Metrics

Employee engagement with ongoing feedback process: 80%

Increase in employees achieving performance targets (quantify if possible).