



Client Success Story:

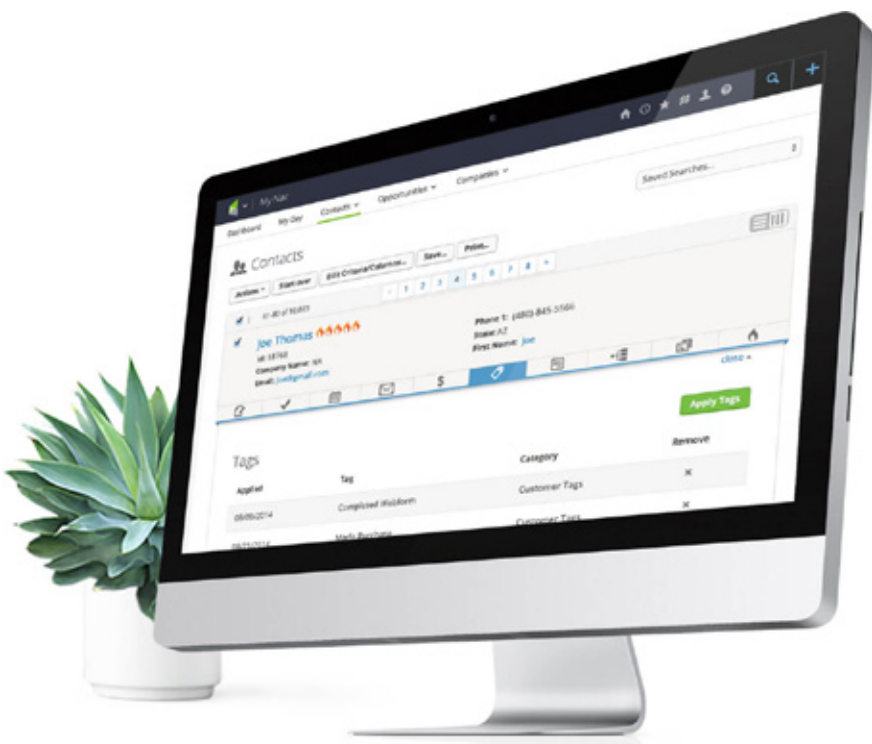
Engagement, Visibility and Guidance For Managers

Infusionsoft

HQ: Chandler, AZ

Industry: Software

Employees: 600+



Infusionsoft, the leading provider of automated sales and marketing solutions for small businesses, is led by a CEO who is a firm believer that when performance is measured, performance improves. With this notion, performance management has always been at the forefront of Infusionsoft's best practices. In the early days, the company managed this manually with an Excel spreadsheet. As the company grew, it quickly was made clear that the spreadsheet method was not scalable. Infusionsoft would have to find a solution that would continue to provide visibility and engagement as the company grew to 600+ employees.

Today, 85% of Infusionsoft employees use ETW on a weekly basis to share what they have done that week to contribute to company goals. ETW puts all of the information upper management needs for quarterly reviews in one place, and enhances the quality of communication between manager and employee.

ETW makes a difference in how managers manage, how employees report their goals, and provides a consistent platform to focus on the **culture of performance**.

“Leaders love looking at ETW

to gain a sense of where their team stands and where they, as leaders, need to provide guidance. Since implementing ETW, we’ve increased the visibility to performance that was not tangible before on such a large scale. We love seeing how the leaders engage with their teams through the platform to create a high-performance culture.”

Allison Burke

HR Business Partner Specialist, Infusionsoft



Align • Engage • Perform

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company’s roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.

For more information or to achieve similar results in your organization please visit www.etw.com