

Employee Experience Management (EXM) Platforms – Technology Vendor Compendium 2022

June 2022: Complimentary Abstract / Table of Contents



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Contract assessment

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Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Background and scope of the research

Today's workforce is distributed across geographies and is a mix of generations. There is a paradigm shift from the conventional way of working and the traditional workplace. These shifts come with inherent challenges that have been amplified in light of the pandemic across the world. It has, therefore, become even more crucial than ever for organizations to closely monitor the experiences of their employees and take necessary steps to improve wherever needed at each step of the employee life cycle. The way organizations think about the voice of employees and Employee Experience (EX) has evolved significantly. To address these needs, traditional ways of collecting feedback are not going to suffice. Enterprises need to follow an agile and holistic approach to collect feedback and take action accordingly.

Enterprises globally are trying address the challenges of understanding and enhancing EX. Employee Experience Management (EXM) platforms are one way to do so and can make this task easier for the various enterprise stakeholders (e.g., senior leaders, HR business partners, and team managers) and can empower them to take quick actions based on the insights generated after analyzing the collected data. These platforms are evolving rapidly due to increased investment and traction in this domain, and vendors continue to upgrade the capability of their platforms. The vendors are trying to provide a fitting solution to cater to the EX needs of enterprises.

In this research, we present an assessment and detailed profiles of EXM platforms vendors featured on the EXM platforms products PEAK Matrix®. Each vendor profile provides a comprehensive picture of its product focus, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading EXM platforms vendors, client reference checks, and ongoing analysis of the EXM platforms market.

This report includes the profiles of the following 17 leading EXM platforms vendors featured on the EXM platforms PEAK Matrix:

- **Leaders:** Medallia and Qualtrics
- **Major Contenders:** Achievers, Culture Amp, InMoment, Leena AI, Perceptyx, Quantum Workplace, StandOut® powered by ADP®, Survale, Workday Peakon Employee Voice, WorkTango, and WTW
- **Aspirants:** Joyous, Moodtracker by Workhuman, Remesh, and Talmatrix

Scope of this report



Coverage

Across all industries, geographies, and buyer segments



Vendors

Coverage across 17 EXM platforms vendors that help enterprises to listen to employee feedback, surface key insights, and provide the capability to act and enhance employee experience



Assessment

Assessing EXM platforms available in the market for independent licensing. Operational information and product information as of December 2021

The study provides detailed view of vendors' EXM offerings & capabilities as well as key strengths and limitations | Snapshots to illustrate the depth of report

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Vendor | EXM platforms profile (page 1 of 5)

Company overview

Company overview
Vendor, with the passion to improve work lives, was founded in 2015 and has grown rapidly since then. It has employees in offices all around the world including Toronto, Ottawa, Montreal, Vancouver, Copenhagen, Rio de Janeiro, New Zealand, and London. Customers of vendor operate in over 100 countries and 40+ languages.

Product overview
Vendor's platform is built using modern psychology and is created with the help of psychologists and organizational design experts. Its platform and approach provide questions and assessments that are backed up by research and are statistically validated. It also has a people science team that helps it gain valuable real-time insights across the entire employee life cycle in order to see correlations within the client organization data set and predict which actions will have the greatest impact.

Headquarters: Toronto, Canada Website:

Key leaders

- XXX, Chief Engagement Officer and Co-founder
- XXX, Co-founder
- XXX, Chief Technology Officer and Co-founder

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Vendor | EXM platforms profile (page 2 of 5)

Revenue, clients', and partners' overview

Investments and product enhancements
Product enhancements in the last 12-18 months

- Rebuilt its platform with the ability to support more enterprise clients and enable a better experience

Key investments

Market adoption and partnership overview

Description	As of December 2021	YoY growth (2020-2021)
EXM revenue (in US\$ million)	Not disclosed	-
EXM clients	Not disclosed	-
EXM FTEs	XXX	XXX%
Partners (includes resellers, ISVs, SIs, and technology partners)	Not disclosed	-

Key clients

Client 1 Client 2 Client 3 Client 4 Client 5

Key partners

Partners

Portfolio mix

Revenue by geography

Geography	Revenue
North America	High
Europe, Middle East, and Africa	Medium
Asia Pacific	Low
Latin America	Low

Revenue by buyer sizes

Buyer Size	Revenue
Small market	Low
Mid market	Medium
Large market	High

Clients by major industry

Industry	Clients
Telecom	High
Energy and utilities	Medium

Split of EXM FTE

Region	FTEs
North America	High
Asia Pacific	Low

1. Includes all FTEs in product development, support services (product support, implementation, etc.), and sales & marketing as well as those in other divisions.
2. Small market is defined as buyers with employee size <1,000 employees. Mid market as buyers with employee size between 1,001-10,000 employees.
Source: Everest Group (2022)

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Vendor | EXM platforms profile (page 4 of 5)

Capability overview

Capability & offerings

Value-added services	Yes	No	Roadmap
Survey design and administration	Yes	No	Roadmap
Consulting	Yes	No	Roadmap
EX Strategy and program design	Yes	No	Roadmap
Support in creating executive presentations	Yes	No	Roadmap
Providing industry-wide benchmarks	Yes	No	Roadmap

Supported deployment/hosting options

Option	Offered
Deployed and hosted on central server (on-premise)	Offered
Deployed and hosted on private cloud	Offered
Offered as a Software-as-a-Service (SaaS) platform	Offered

Platforms supported

Platform	Offered
Offered as a web app	Offered
Offered on mobile and tablet apps	Offered

Product training and certification

Training/Certification	Offered
Online training offered	In progress
Training in multiple languages offered	Certified

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Vendor | EXM platforms profile (page 5 of 5)

Everest Group assessment – Major Contender

Market impact

Market adoption	Portfolio mix	Value delivered	Overall
Low	Medium	High	Medium

Vision & capability

Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
Medium	High	Medium	Low	Medium	Medium

Strengths

- Vendor is one of the few vendors that offers a platform with both listening and R&R capabilities. In 2018, vendor enhanced its EXM capabilities with the acquisition of XYZ
- It provides the ability to conduct engagement, life cycle, and ad hoc surveys for different organization-wide campaigns which can be custom-built, or can leverage existing templates developed by vendor
- Vendor allows survey administrators to customize the survey flow by providing logical operators at the survey design level. It also provides some content and related web links to the survey designer that can help in incorporating best practices for that topic

Limitations

- Enterprises on the lookout to include inferred ways of listening such as capturing meeting, PTO patterns, and employee sentiment from social media may not find vendor's platform catering to all their needs
- Since its vision is to provide better EX through listening, recognition, and connections, enterprises that are looking to combine CX and EX data to identify trends and action items may not find Achiever's product attractive

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Research calendar

Human Resources Outsourcing (HRO)

Published Planned Current release

Reports title	Release date
A Buyer's Guide to Digital Adoption Platforms (DAPs)	December 2021
Digital Adoption Platform (DAP) – State of the Market Report 2022	December 2021
Shift Toward an Employee-centric Payroll: Multi-country Payroll (MCP) Solutions State of the Market Report 2022	January 2022
Future of Work Series Reimagining Workforce and Workplace Mechanics: Who Will Do the Work?	February 2022
Employee Experience Management (EXM) Platforms PEAK Matrix® Assessment 2022	March 2022
Multi-Process Human Resources Outsourcing (MPHRO) Services PEAK Matrix® Assessment 2022	March 2022
Navigating Change with Technology for Better ROI	May 2022
Multi-Process Human Resources Outsourcing (MPHRO) Service Provider Profile Compendium 2022	June 2022
Employee Experience Management (EXM) Platforms – Technology Vendor Compendium 2022	June 2022
Employee Experience Management (EXM) State of the Market Report 2022	Q2 2022
Multi-Process Human Resources Outsourcing (MPHRO) Annual Report 2022	Q2 2022
Achieving 360-Degree Digital Adoption (Tentative title)	Q2 2022
Learning Experience Platforms (LXPs): Going Beyond the Learning Mandate (Tentative title)	Q2 2022
Learning Experience Platforms (LXP) PEAK Matrix® Assessment 2022 with Technology Vendor Landscape	Q3 2022
Learning Experience Platforms (LXP) Technology Vendor Profile Compendium 2022	Q3 2022

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