



workangel

Disruptive Engagement



What to cover?

- HR Technology in 2016 – Big Disruptions
- Smartphones – what's going on
- It's not all about Benefits



Question 1

Singles Day in China – how much was spent on Alibaba?

1. \$1bil 2. \$8.1bil 3. \$17bil



Question 2

Of that \$17bil how much was spent via Mobile?

1. 15% 2. 45% 3. 70%

Bersin: HR Technology for 2016 – Big Disruptions

THE GAME IS CHANGING

1. CONSUMERISATION



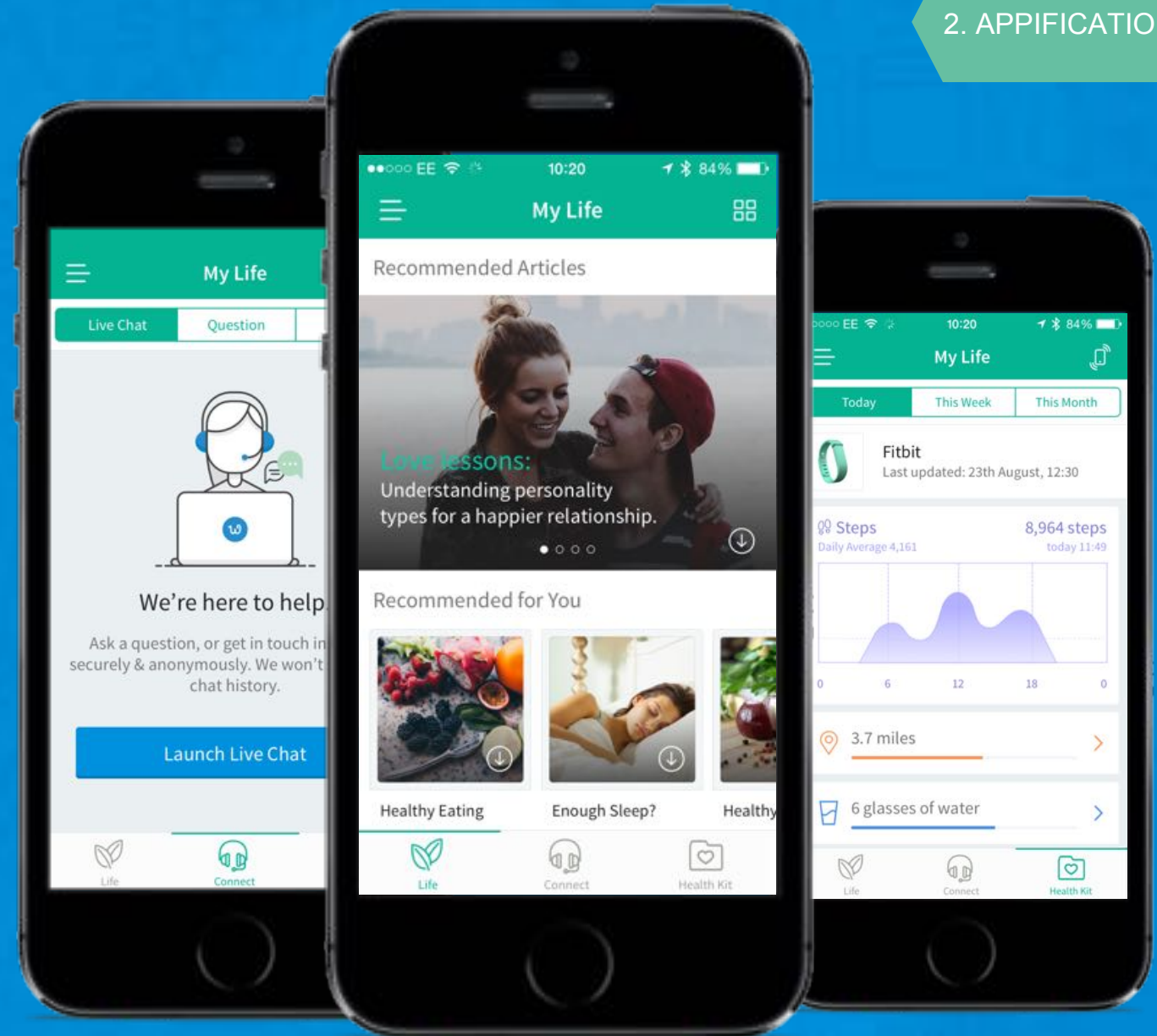
- ◆ Employee Tools NOT HR Tools
 - ◆ Fun
 - ◆ Gamelike
 - ◆ Ease of use
- ◆ Consumer like experience

Bersin: HR Technology for 2016 – Big Disruptions

THE GAME IS CHANGING

- ◆ The Appification of everything
- ◆ 2.1 BILLION Smartphone users
- ◆ People spend 5.6 hours/day on Internet - >50% via mobile phone
- ◆ SINGLES DAY in China

2. APPIFICATION





Question 3

How many times does the average user access their smartphone per day?

1. 10 2. 50 3. 150

Bersin: HR Technology for 2016 – Big Disruptions

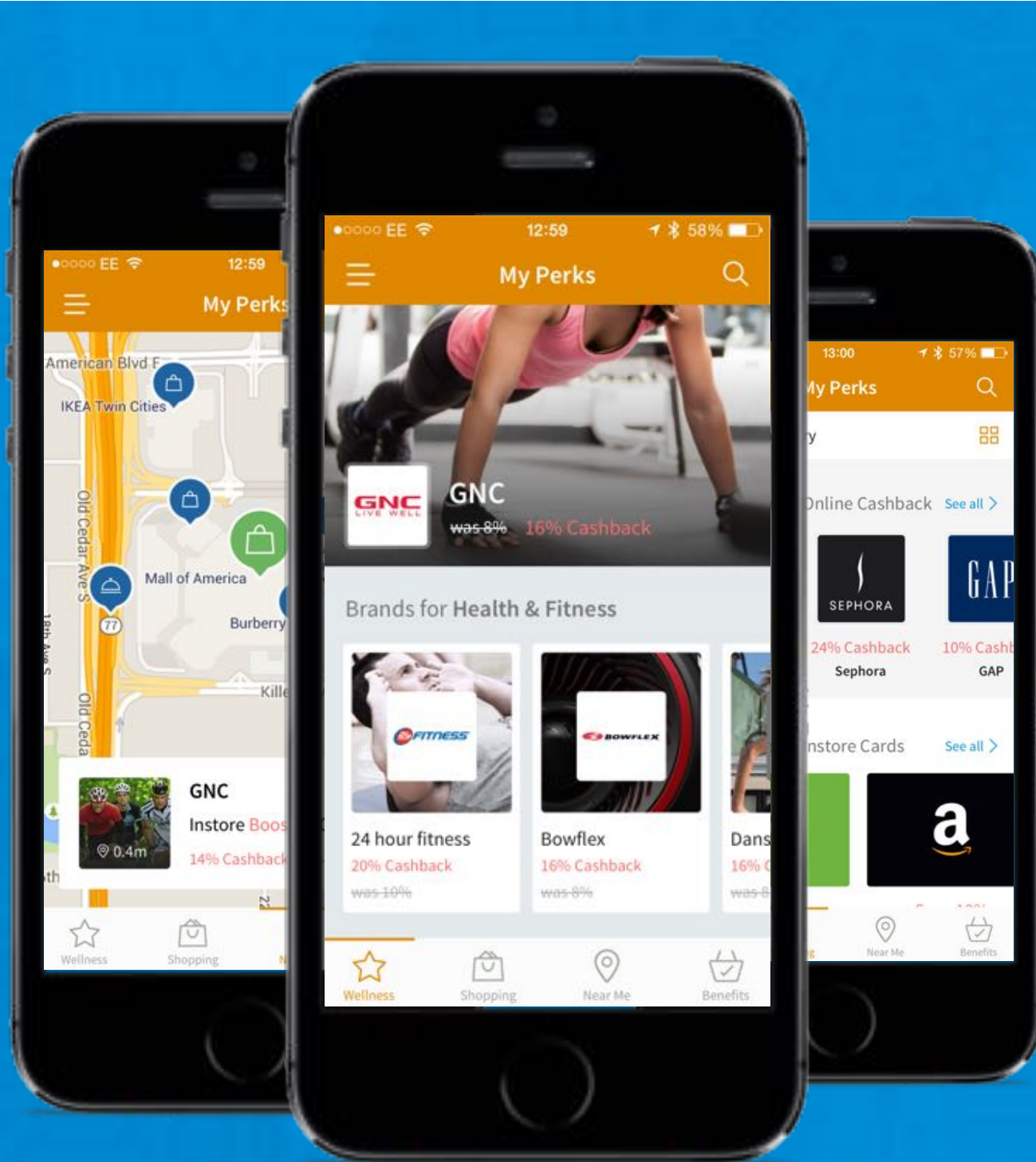
THE GAME IS CHANGING

3. INNOVATION

- ◆ Pace of Innovation Accelerating
- ◆ We are in the 3rd wave of HR Technology

1. Licensed software
2. Cloud
3. Mobile

**‘IT’S ALL ABOUT
ENGAGING
EMPLOYEES IN A
SIMPLE,
COMPELLING WAY’**





Question 4

By 2020 Millennials will comprise what % of the workforce?

1. 45%

2. 75%

3. 95%

Bersin: Smartphones in the Workplace



Engagement
+52%



Response
Time
+59%



Satisfaction
+33%

Some of the
benefits from
leveraging
smartphones in the
Workplace for HR





How Recognition Works

Maslow's Hierarchy of Needs

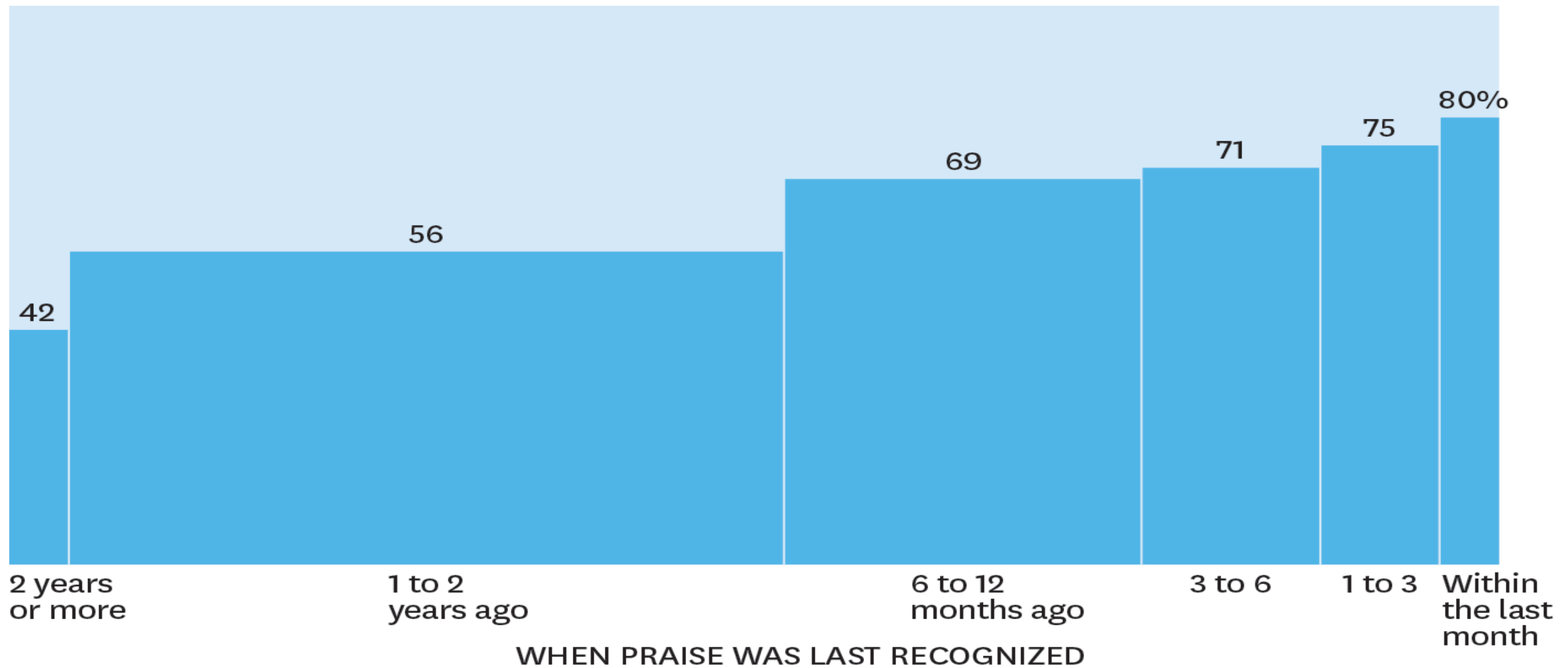


Harvard Business Review November 2015

Maslow was RIGHT

Praise Boosts Employee Morale

PERCENT WHO SAY THEY'RE SATISFIED WITH THEIR JOBS



SOURCE O.C. TANNER

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User experience is key to driving engagement

There is a fundamental flaw with existing reward and employee engagement solutions in that adoption and usage levels are incredibly low.

We are user experience experts who tackle everything from a human-first, user-centred design approach in order to create seamless, beautifully crafted interfaces that encourage repeat usage. From our research, we've also seen that the low usage stats are due to the fact that benefit solutions have not previously been twinned with social communication and collaboration tools.

The WorkAngel usage statistics prove that our discount and social elements feed off one another as users have access to the platform 24/7 on their personal/work device.

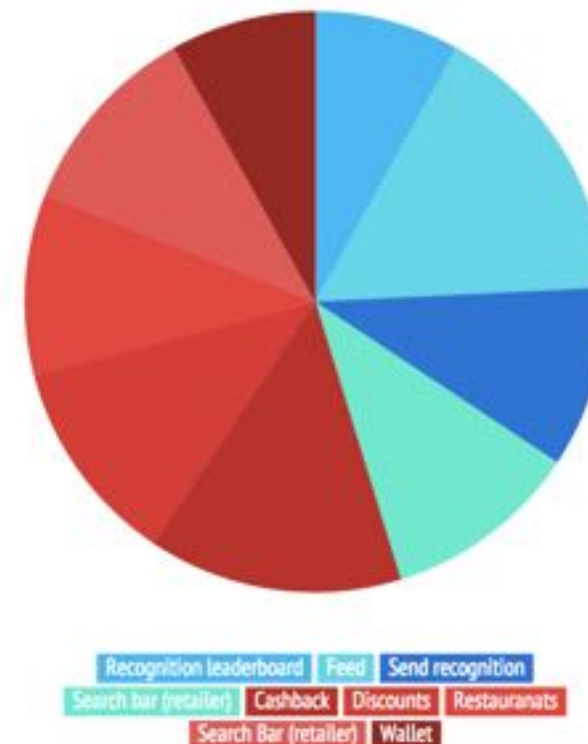
The average WorkAngel user logs in on average 3 times a day, with each session lasting 2-3 minutes.

▲ **15 Sessions**
Per user per week (3 per day on average)

● **2-3 Minutes**
Lasting on average between 2-3 minutes

Time spent per session between Discounts & Social tools -

52% v 48%



OUR VISION

- To be known as the de facto platform in engagement, communication & wellness.



Thank you for your time!