

Hired Amber in 2023

Sony's Playbook for Automating EX with Agentic AI

Challenges

- ✗ Hard to engage a hybrid workforce & understand real sentiment
- ✗ HR bandwidth drained by repetitive employee queries
- ✗ Leaders have limited real-time insights into employee experience
- ✗ Employees hesitated to share feedback due to confidentiality concerns
- ✗ Slow follow-up cycles led to delayed issue resolution and declining trust

Solutions

- ✓ Continuous listening flagged sentiment trends and at-risk employees.
- ✓ Agentic AI automation resolved employee queries instantly
- ✓ Real-time dashboards strengthened HR's credibility with leadership.
- ✓ Confidential feedback built trust and encouraged open conversations.
- ✓ Leaders prioritized at-risk employees, reducing the average response time to feedback

83%

at-risk employees
retained

19

Days improvement in
ART to feedback

84%

Employee queries
automated with Amber

43

Employee NPS

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At Sony, employee experience is not just a program; it is a part of our culture. Every week, I personally review the employee sentiment and the people-to-meet cases.



Tony Asakura

Managing Director

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