

91%

experience drivers saw a positive impact

92%

employee response rate

63%

constructive feedback shared

4.3

org mood score (out of 5)

amber.infeedo.com



HQ
Employees
Industry
Traded as
Launch Date

Bangalore, India
253
Consumer Products Manufacturing
FWB:PUM
April 2018

Puma captures & acts on employee feedback using Amber, sees positive impact across 91% factors affecting employee experience.

INITIATIVES

1. **Identify key actionables** to enhance employee experience **within 90 days of launch**.
2. Measure experience of HiPos & **success of initiatives** taken to retain them.
3. Measure impact of initiatives taken to **enhance L&D**.
4. **Automate daily + fortnightly reporting** for HRBPs right in their inbox.

IMPACT

1. **91% drivers** affecting employee experience **saw a positive impact**.
2. **24% increase in positive sentiment** around communication & action on feedback.
3. **63% increase in constructive feedback** shared by employees & acted upon by HR.

BEST PRACTICES

1. **Impact of cohort trainings & manager trainings** are regularly measured.
2. **HiPo-specific initiatives** measured and impact on retention tracked.
3. Action taken on feedback shared by employees creates a **positive feedback loop**.



Manisha Agarwal
Head - Human Resources, India

“

While PUMA is a hugely engaged organisation, we always felt the need to have a tool that could provide a measure for this. The employee engagement surveys are static and are not able to capture the dynamic nature of human emotions. A tool like Amber gives us a constant connect with our people and throw insights that are backed by data and have clear actionables.

”

Hello, I'm Amber...

I'm a smart engagement bot who will talk to your employees and help you proactively identify those who are unhappy or about to leave along with the exact reasons why.

To know more, visit amber.infeedo.com

