



**Name of your organization:** Align Technology

**How do you use the People Insights Platform today?**

We currently use the platform to enable Align Technology's talent listening strategy. This includes our global managed pulse surveys, onboarding surveys, exit surveys, and the self-service feature to support listening efforts for over 21,000 global employees. The self-service surveys consist of a variety of regional and function focused reoccurring and one-off pulses.

**Please share your EX Impact story. Detail your challenge, solution, and impact.**

Our initial challenge at the beginning of our relationship with Perceptyx was establishing a more robust, global talent listening strategy. At that time, Align was in the category of companies that focused on an annual census survey. There were no globally consistent lifecycle surveys (e.g. Onboarding or Exit surveys), and we lacked the ability to enable ad hoc surveys with agility to obtain real-time insights that would allow us to quickly take action in response to business changes.

Within the first nine months of our partnership with Perceptyx, we successfully completed our annual employee survey as well as developed and launched our global employee lifecycle surveys, including an Exit Survey and a 3-part Onboarding Survey. The data and insights gained from exit surveys help our HR Business Partners have more meaningful discussions during employee exit interviews, while information from the onboarding survey series allows us to make process improvements to support new employees more effectively throughout their first year at Align. In March 2024, we will have a full year of exit survey data which we plan to use to create more robust action plans to reduce attrition while continuing to identify productive ways to improve the employee experience.

With the use of Perceptyx's self-service platform, we can build customized surveys that address very specific and immediate needs within our organization. Examples include monitoring and accessing manager behaviors within our Latin America business on a quarterly basis, identifying preferred communication methods in EMEA, and analyzing the direct impact of improvements made in APAC based on previous survey insights. In addition to utilizing the self-service platform, we have been working with Perceptyx to transition from a yearly census survey to quarterly global pulses. These pulses allow us to prioritize focus on the topics that are most important to our business at any given time.

**Do you have any additional KPIs/Metrics to demonstrate your impact on EX?**

Global Exit Survey Response Rate: ~42%

14 Day Onboarding Survey Response Rate: 44%

90 Day Onboarding Response Rate: 28%



Self Service Highlights:

- Our Costa Rican employees experienced an increase in the areas of development (X%), recognition, and improving their manager relationship from Q2 – Q4 based on action plans implemented from the 2022 Employee Survey.
- Our employees in Japan were able to identify the most impactful action items following the 2022 Employee Survey, specifically the implementation of additional All Hands meetings, morning huddles, and a new clinical training team. These activities focused on increasing employee knowledge, development opportunities, and communication with leadership.