



**Name of your organization:** Zebra Technologies

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

Zebra Technologies has had a strong and consistent partnership with Perceptyx for an extended period of time. This relationship is based on the expertise Perceptyx brings to the table in addressing a variety of employee-related issues, which is a testament to the trust Zebra places in them. The services provided by Perceptyx are extensively used by Zebra across different stages of the employee lifecycle and for other purposes. For instance, during the onboarding process, Perceptyx's platform is used to gather insights about the new employees' experiences and perceptions. Similarly, when an employee exits the company, exit surveys are conducted to understand the reasons for their departure and to gain feedback about the organization. We also have Stay Interviews as a part of our manager toolkit to ensure that conversations are being held between employees and their leaders to understand employee sentiment throughout the year.

Engagement and Pulse surveys are employed to measure and analyze the level of employee engagement and satisfaction at regular intervals. M&A surveys, on the other hand, are used during mergers and acquisitions to gauge the sentiments and concerns of the employees and an action plan is put in place to address challenges and assimilation opportunities.

Additionally, Zebra uses the OnDemand Platform provided by Perceptyx for unique survey cases that are not part of regular survey cycles such as when we needed a quick decision to be made about our leadership behavior framework title. We were able to quickly create a survey to send out to a particular population to help make a decision on the spot. The OnDemand platform allows us to gather critical insights on specific issues when required. The platform's flexibility and adaptability to handle one-off survey instances further solidify its integral role in Zebra's people insight strategy.

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

**Challenge:** Zebra Technologies, a global leader in providing solutions and services to enterprises, found itself dealing with a critical challenge. Despite having a strong workforce, we had difficulty accurately gauging employee sentiment, job satisfaction, and overall engagement. The lack of a comprehensive platform to gather, analyze, and act on employee-related data was leading to blind spots in our HR strategy and hindering our ability to proactively address potential issues.

**Solution:** Zebra partnered with Perceptyx to create an employee lifecycle-based survey solution. This holistic approach allowed us to gain a nuanced understanding of our employee experiences and sentiments at various stages of their lifecycle. Perceptyx's adaptability and versatility catered to our unique needs, while its data-driven insights provided actionable intelligence for our HR team.

**Impact:** The implementation of Perceptyx's platform led to a significant positive impact on Zebra. We were able to identify patterns, trends, and areas of improvement in our HR practices.



This resulted in more targeted initiatives, improved employee engagement, and ultimately, a more productive workforce.

Moreover, the ability to conduct one-off surveys through Perceptyx's OnDemand feature has proven to be a crucial tool for Zebra Technologies, allowing us to be nimble and responsive to specific issues or changes in real-time. This was particularly beneficial during the COVID-19 pandemic, where we needed to quickly adapt to evolving circumstances and ensure our employees' voices were being heard.

Our decision-making process was significantly improved, as we were able to use the real-time data gathered from these surveys to make informed, strategic decisions. For instance, when our engagement survey revealed a growing concern for employee well-being, we immediately took action. We introduced zDays, designated days for employees to take a break from work and focus on their personal health and well-being. We also rolled out additional wellness resources, providing our employees with the necessary tools to take care of their physical and mental health. These initiatives have had a significant impact on our organization. Notably, our overall employee engagement score has consistently increased every year since implementing our surveys, showing that our efforts are resonating with our employees. This upward trend has continued even amidst the challenges posed by an uncertain economy, demonstrating the resilience and adaptability of our workforce.

Currently, we are excited to be collaborating with Perceptyx to create key metrics that will help us measure the success of our newly implemented culture concepts as part of a global culture reinvigoration campaign sponsored by our CEO. These metrics will enable us to monitor the impact of these new culture concepts and make necessary adjustments to ensure they are effectively driving a positive and engaging workplace culture.

Overall, our strategic use of Perceptyx's People Insights Platform has significantly contributed to building a stronger, more engaged, and more resilient organization within Zebra. We are confident that this tool will continue to support our efforts to enhance our company's culture and foster an environment where our employees feel valued and heard.

**Which business outcome measures did your organization use to determine the impact on employees?**

- Increased participation rates (surveys and listening events)