



Incorporating Trust and Empathy with Employee Feedback



**We're in the new normal**

Employees *have to* feel safe, heard, and supported

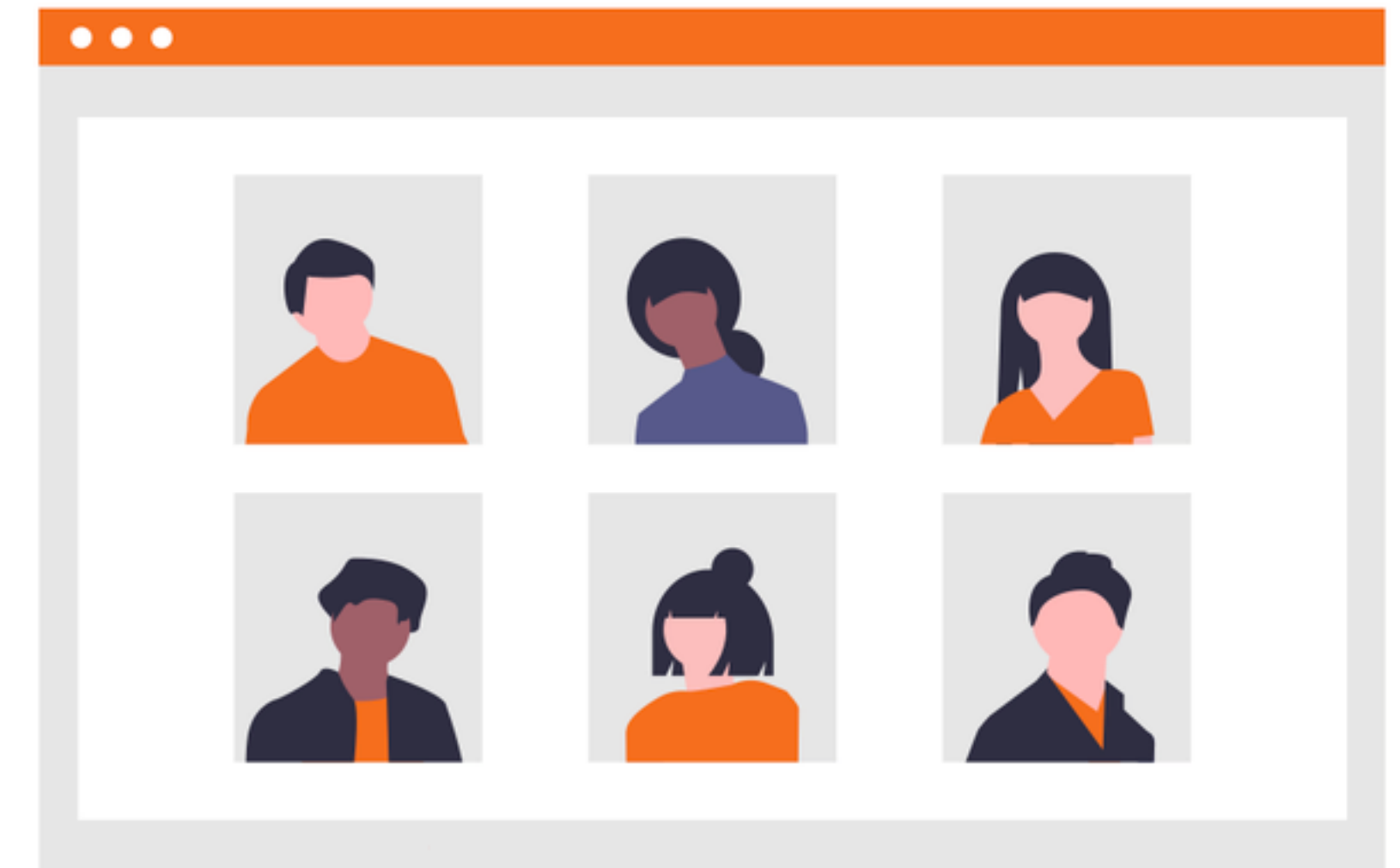


**Since COVID-19**


**95% say senior leaders demonstrate sincere interest in employee wellbeing and safety**

# | Forced Business Transformation

Work-from-home is here to stay. We could see up to **50 million** remote jobs. This digital transformation has to work.



# | Reinvention of leadership



There's is an  
immediate  
need...

For continuous,  
engaging and  
two-way dialog

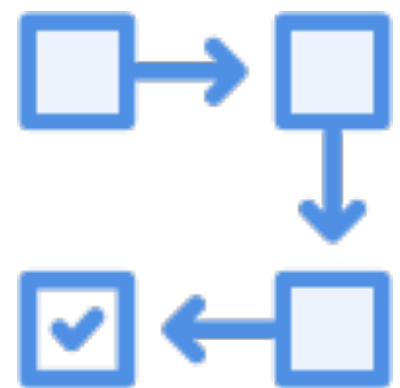
# How do we project a sense of safety, competence, and empowerment?



Culture of empathy and understanding



Understand and engage every employee



Achieve and communicate rapid issue-to-action

**How do we create a culture  
of empathy and trust?**

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# | What is Trust?



**Competence**  
(do things well)



**Voice**  
(give the chance to speak)



**Ethics**  
(do things right)



Empathy is not a program. It's a value that must permeate from leadership, to HR, to management. Build a clear narrative and a **unified voice.**

# | Living Empathy

- Someone cares enough to ask for my thoughts
- They understood my thoughts and showed it
- They kept me in the loop
- This was not a one-off, but an ongoing conversation



# | Empathy in the workplace

1. Company communications that keep employees informed on the good and bad
2. Direct managers that demonstrate sincere care for employee needs
3. A feedback process that is trusted to effect change

**How do we hear the voice  
of every employee?**

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Employees want high-quality information (safety, work practices, back to work policies) and they want their inputs factored in. 45% cite this as a **top requirement.**

# | Employee surveys are getting old

Surveys alone not enough. They're distrusted, not specific, and don't create actionable steps for managers to improve the issues of their teams. People want open conversation.

*Please take a few minutes to tell us about your job and how the organization assists you.*

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I feel encouraged to come up with new and better ways of doing things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My work gives me a feeling of personal accomplishment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the tools and resources to do my job well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my job, I have clearly defined quality goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Company Name] does an excellent job of keeping employees informed about matters affecting us.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When a customer is dissatisfied, I can usually correct the problem to their satisfaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand why it is so important for [Company Name] to value diversity (to recognize and respect the value of differences in race, gender, age, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My job makes good use of my skills and abilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My supervisor's manager visibly demonstrates a commitment to quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the information you receive from management on what is going on in your division?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with your involvement in decisions that affect your work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# | Best practices for feedback

## **Everything Has to Matter**

Only ask questions that have immediate relevance to employees. And explain how participating will directly impact them.

## **Eliminate Bureaucracy**

More direct, team-based feedback cycles. Identify and commit to single communication channels.

## **Immediate Response**

Respond to feedback within 2 days. Fix issues within 2 weeks. Accelerate timelines by crowdsourcing solutions from employees.



# **What should we be asking?**

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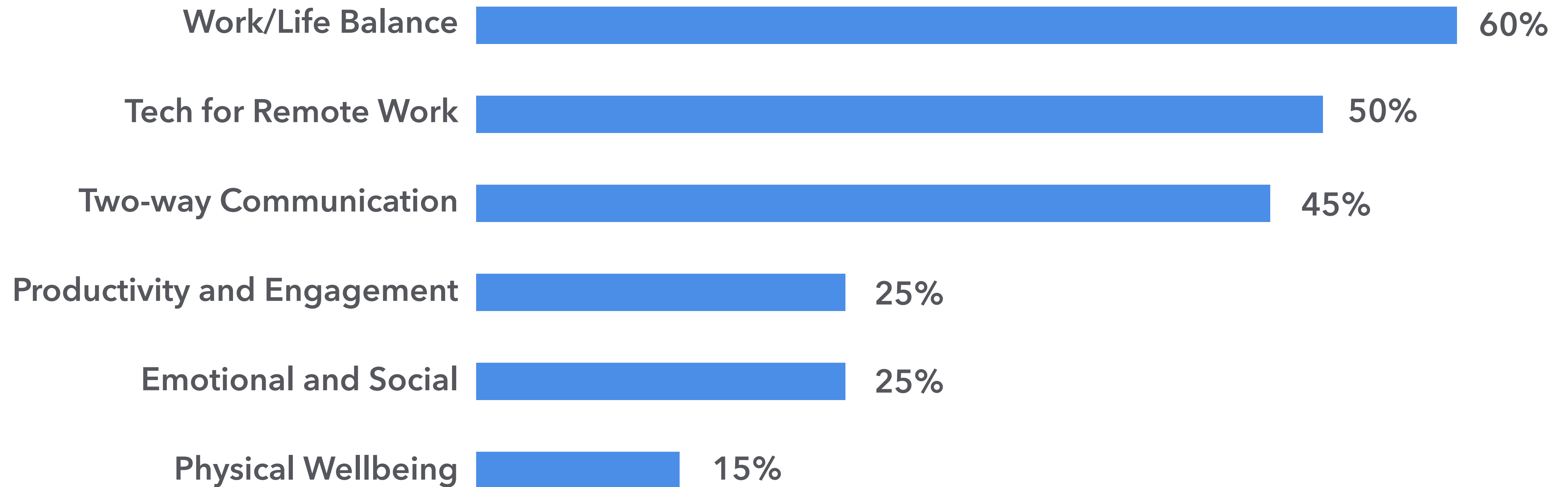
# | Employee needs are rapidly changing

As pandemic response evolves, company culture adjusts to WFM, and the new normal sinks in - employee needs are increasingly unique and fast changing.

Ex: In April, *Job Security* was the #1 issue. Now it's *Work/Life Balance*.



# | Top Employee Issues (May 1st)



# | Pivotal Point for Employee Experience



Employee needs are rapidly changing



Work-From-Home is here to stay



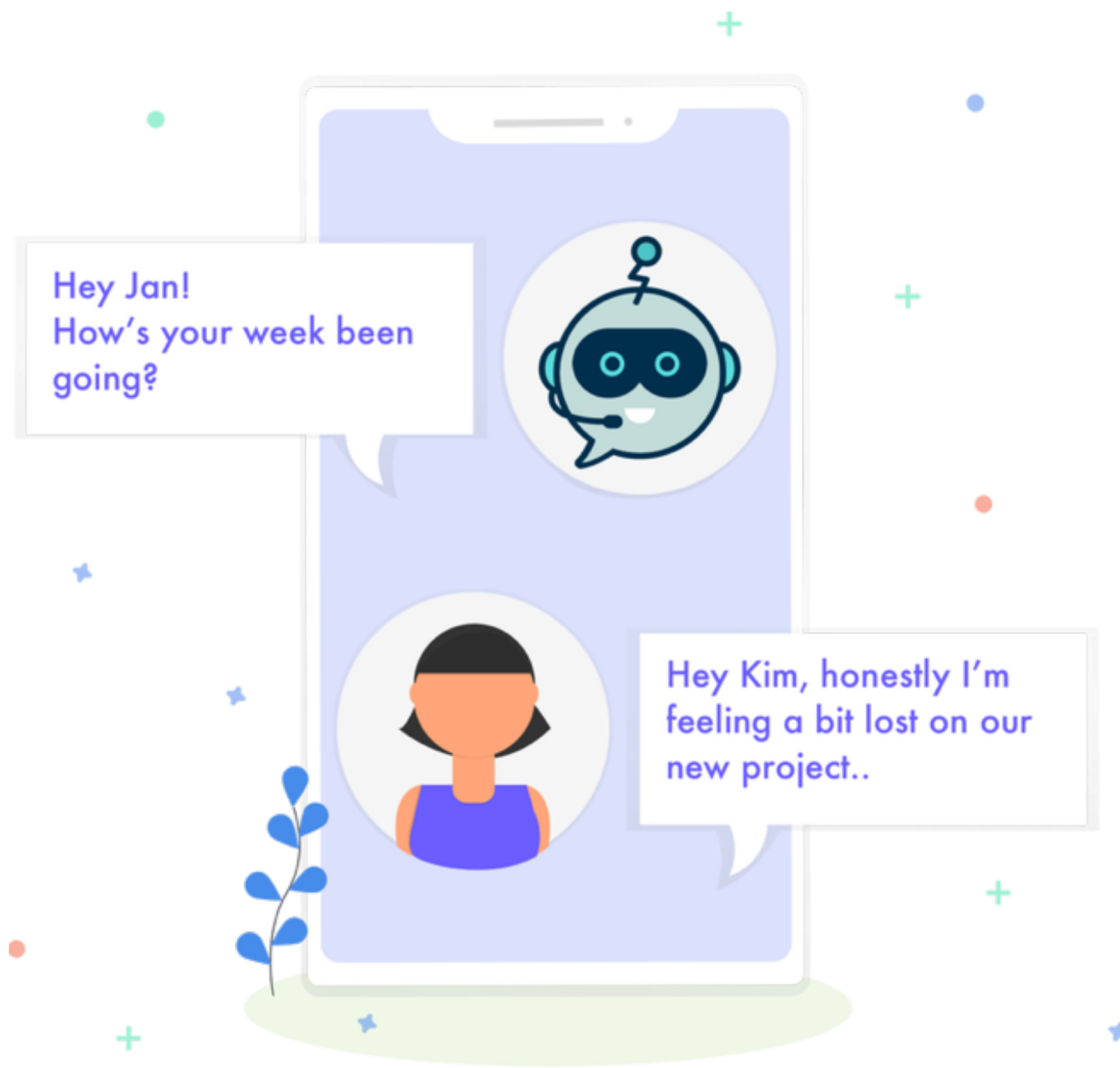
Immediate need for a continuous two-way dialogue



Weeve is the first employee engagement platform built with **Empathetic AI**. We empower people leaders to rapidly understand and address employee needs.



# Meet Kim!



## **Give employees a voice**

Kim is an always available chatbot that has organic conversation with employees to understand their needs.

## **The perfect space for honest feedback**

Kim's unique combination of anonymity + empathy builds trust and allows employees to be open and honest.





*“I feel like I have a new friend. Sometimes I do not feel comfortable talking directly to our leadership about issues so I like that I can talk with [Kim]!”*

- Andrew, Weeve user



# Remote Employee & Business Continuity Use Cases



Transition to  
Remote Work



Morale and  
Wellbeing



Support Change  
Management



Pre One-on-Ones



Step-Level Feedback



Regular Check-Ins

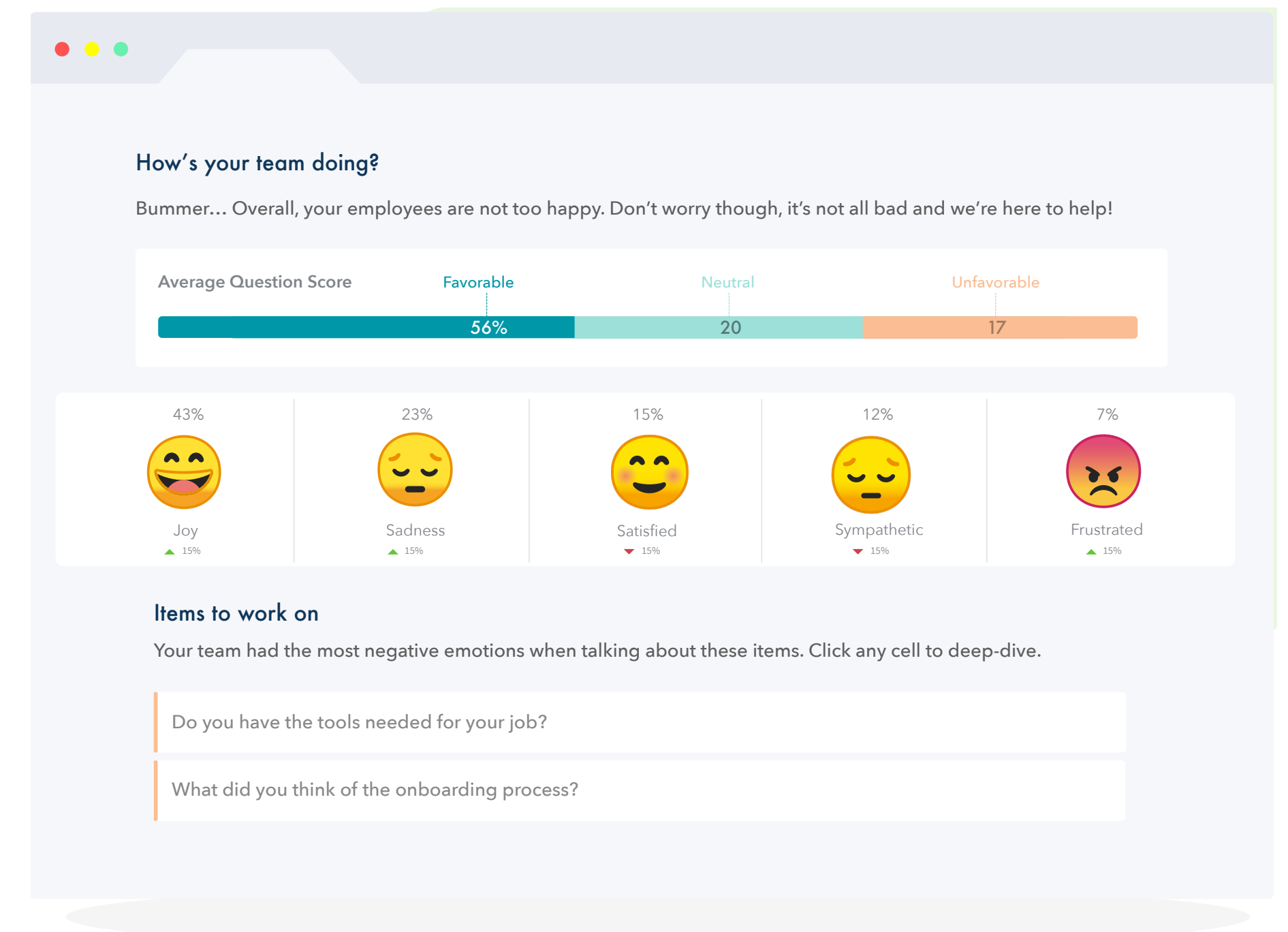
# | Why can't my survey do this?

## We're missing the full picture

Real employee thoughts surface only in conversation. Weeve empowers people leaders to have empathetic conversation with their *entire* workforce.

## Analytics alone ≠ Improvement

Dumping data on busy leaders is overwhelming and counterproductive. Leaders need a clear path to improvement.





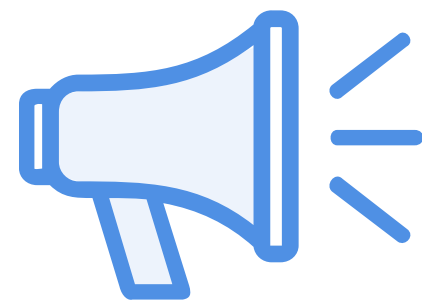
# A clear Path to Improvement



Empathetic analysis  
uncovers hidden issues



Kim engages employees in  
solution-building



Enable leaders to rapidly  
respond to employee  
issues



Automated check-ins ensure  
issues are being solved



# **18X Faster Issue-to-Action**

An experience that empowers  
leaders and that employees love



Let's chat :)



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