



**Organizations that conducted a layoff or furlough during the pandemic saw a 91% decline in ENPS. Olumo helped Bigleap achieve a 31% increase\***



In 2008, Bryan Phelps founded Big Leap with the sole intention of providing brands with a trustworthy source of organic, sustainable growth. What began as a small one-man startup flourished into the agency they are today — built on people and trust, focused on relationships, and motivated by the long-term success of every client they work with.

**Big Leap is a shining example of a “people company” as they’ve prioritized gathering feedback and listening** through this critical time.

## The Problem

Amid a worldwide pandemic and all the external pressures facing the organization, **how were they to maintain their culture and connection with their people especially now that they were all working remotely?**

Early in the pandemic, the governor closed schools and overnight Big Leap transitioned everyone to work from home. Fear in the marketplace caused many organizations to reel in spending, and Bigleap was put in a difficult position as revenues were reduced and furloughs were on the horizon.

Big Leap was in need of an effective technology that could help them actively listen to their people in order to understand the difficulties their people were experiencing. Executive leadership knew that they could not fix what they did not understand, and **listening is the key to**

**understanding.** But how do you do this at scale? A survey?

Traditionally, organizations have long looked to surveys to gather feedback from their people, but more are recognizing that surveys are intrinsically flawed. The timing is wrong, the approach is wrong, and they lack the ability to deliver deep insights and live actionable intelligence.

## The Solution: Big Leap turned to Olumo—The Human Experience Company.

We recently interviewed Keri Kratz, the CHRO for Big Leap, who stated, “We were looking for a modern way to consolidate all of our feedback mechanisms,”

“We really liked how Olumo **focused on understanding the entire Human Experience in a consistent yet simple approach** over a text each week. The last thing we wanted was another app for our people to log in to, and our people definitely prefer a simple text.”

Olumo helped Big Leap by measuring over 60 key relationship metrics that collectively quantify the Human Experience at work. These metrics range from Leadership to Alignment to Diversity & Inclusion to Personal Wellbeing. The Questions within each metric are designed by organizational psychologists to deliver deep insights and understanding.

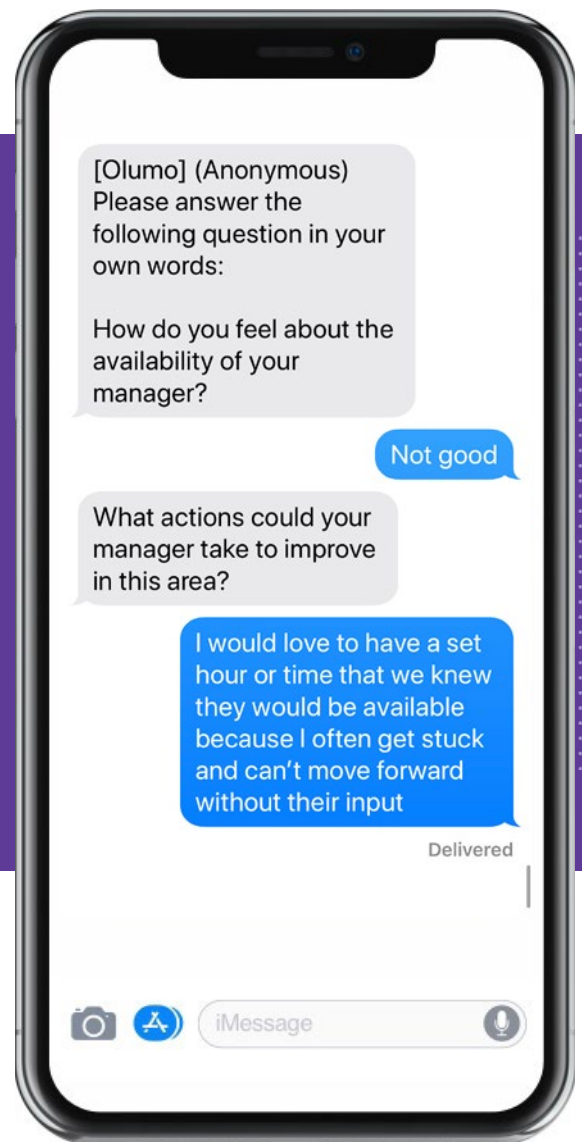
### **What makes Olumo effective?**

“They take a holistic approach through their LEAP process, but where they really hit it out of the park is in their **focus on anonymous conversations**. The survey platforms we had used in the past were good at giving us high level overviews, but Olumo creates **two-way conversations with our people which has been priceless**. The real understanding always comes two or three questions into the conversation. We are now able to make decisions based on data vs guessing.”

### **What surprised you?**

***“The real benefit has come through the anonymous conversations. I was surprised at how many conversations we have been able to have with employees. They are more willing to talk about hard things when it comes through the Olumo platform. I feel that people are authentic and genuine in their comments and have a desire to converse.”***

Big Leap has found that consistently engaging with their people allows them to understand how their people are feeling and connecting with the organization daily.



## What was the deployment like?

*“Implementation was a piece of cake. Every company will tell you that implementation is easy, but Olumo was the first time that was actually true. The platform is super easy and there was almost no learning curve. Our employees felt the same.”*

## How have you involved leadership?

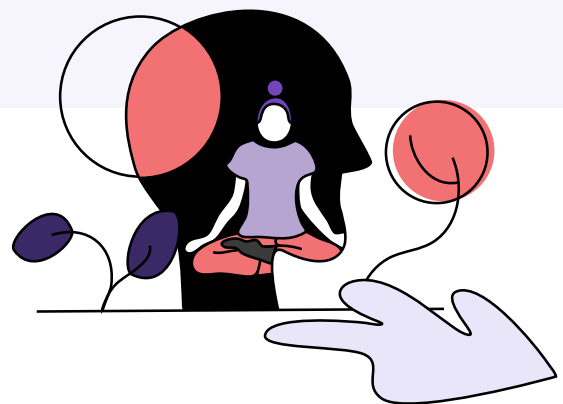
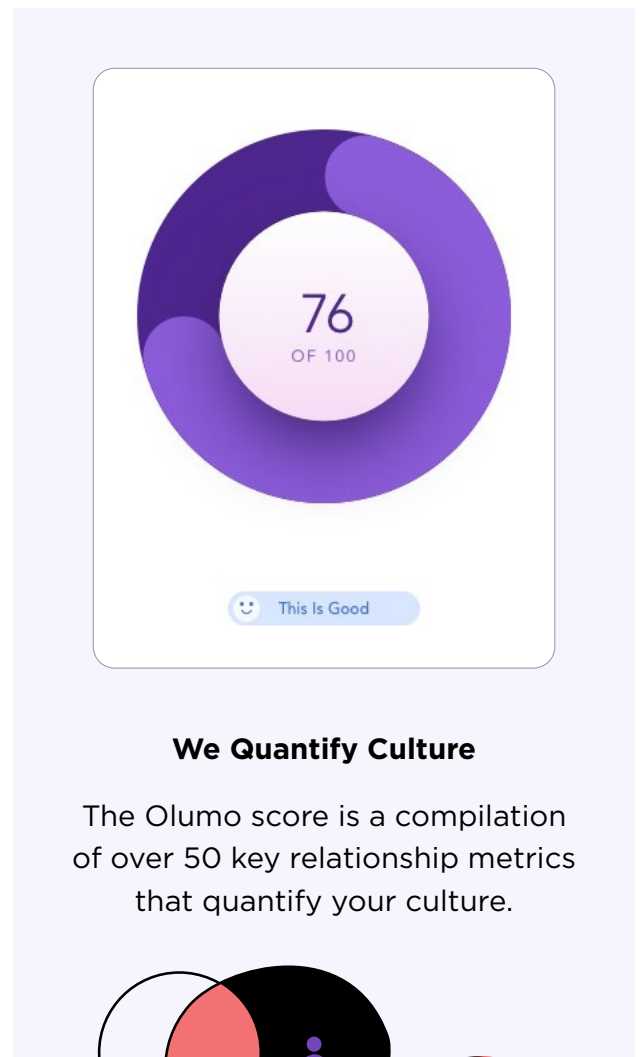
“Each week, our exec team reviews the comments from the week. We take turns responding and sharing insights. **We all feel more connected and engaged in the employee experience.**”

## So what has been the key to your success?

“Leadership has been highly involved and open and honest in their communication with our people. It has been amazing to communicate with the organization on the front end, and then log in to the platform and get an immediate understanding of the impact of that communication on our people on the back end.”

## So what have you learned?

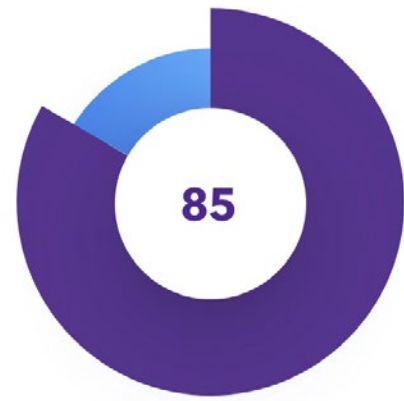
“There are a lot of things that have gone unsaid with other systems. We have also noticed that our communication needs to be diverse. There are times that we hear the same things over and over and it is because we need to work on communicating differently. **Through exceptional leadership and the right technology, we have found great success.**” concluded Katz.



## The Results

Since deploying Olumo and engaging in conversations with their people, **Big Leap increased their ENPS from 65 to 85, a 31% increase.** With 86% promoters, 14% neutrals, and 0% detractors. Big Leap is consistently among the top performing Olumo organizations due to their unwavering commitment to their people by building a workplace experience that their people want to be part of.

Big Leap is leveraging the proprietary Olumo L.E.A.P. process, the systematic approach to Listen, Engage, Take Action, and measure Progress. Using this process, **Big Leap is systematically optimizing their organization one initiative at a time.**



😊 This Is Excellent

\* O.C.Tanners 2021 Global state of the workforce reported an average 91% decrease in the ENPS score of companies that went through layoffs or furloughs due the Covid 19 Pandemic.



Olumo is a Human Experience platform. We deliver a systematic approach to driving business results through Human Analytics. We do this by taking a wholistic approach to quantifying the entire Human Experience within your organization. We eliminate risks and drive performance as we measure over 60 relational metrics ranging from sexual harassment to psychological safety and personal wellbeing.

Olumo creates consistent engagement through anonymous conversations with your people and delivers live actionable insights to guide decision making and to drive your speed-of-change. Our proprietary L.E.A.P. process delivers a duplicatable process to actively Listen, Engage, take Action, and measure Progress.

Learn more at [www.Olumo.com](http://www.Olumo.com)

