

Intelligent Nudges

Activate People,
Amplify Impact



Activate your People with Intelligent Nudges

HR leaders face the challenge of transforming employee feedback into actionable change. Traditional action planning often lacks consistent follow-up, potentially leading to demotivation and trust issues within teams due to unaddressed feedback. Perceptyx Intelligent Nudges bridges this gap, offering a seamless, effective solution for implementing feedback-driven transformation across your organization.

What are Nudges?

Nudges are personalized behavioral recommendations for all employees, delivered over time. Rooted in behavioral science and powered by AI, these behavioral how-to suggestions drive business impact by enabling positive change across the organization at scale.

Why Nudges?

Nudges help every employee build the behaviors and habits that drive your most important talent and business priorities. Users of our nudge technology report:

95%

of nudge recipients report that nudges drive noticeable positive change for leaders

Nudge recipients are

32%

less likely to leave their jobs within a year when actively engaged with nudges

Studies show that nudges are

51%

more effective in creating lasting behavior change than traditional trainings

40%

boost in manager performance ratings attributed to nudges

What sets Intelligent Nudges apart?

Intelligent Nudges are grounded in Nobel-prize-winning behavioral economics research, emphasizing the power of positive reinforcement and indirect suggestions to influence behavior. This foundation ensures that every nudge is scientifically designed to encourage positive behavior change.

At the heart of Intelligent Nudges is our proprietary AI Insights Engine. It synthesizes data from various sources to deliver nudges that are uniquely tailored to each employee's role, growth areas, and the daily context of their work—as well as their personal preferences. This ensures maximum relevance and impact, driving measurable behavior change at scale.

Our AI utilizes advanced machine learning algorithms to analyze a wide range of signals, including survey responses, performance metrics, and interaction patterns. This analysis enables the system to identify the most effective timing and content for each nudge, ensuring it resonates with the recipient. This foundation, alongside rigorous research on effective work behaviors, ensures that every nudge is scientifically designed to encourage positive behavior change.

Key Features

- **AI-Powered Recommendations:** Deliver tailored, science-backed nudges for individual growth.
- **Intelligent Action Planning:** Utilize data to recommend actionable strategies, simplifying the path from insight to impact.
- **Nudge Personalization:** Customize nudges to fit individual roles and growth areas, enhancing engagement.
- **Insightful Dashboards:** Monitor nudge engagement and action planning activity for informed decision-making.

The power of Intelligent Nudges

Intelligent Nudges are designed to:



Drive Immediate, Quantifiable Change: Equip every employee with the action recommendations to foster measurable improvements in performance, inclusion, and team effectiveness.



Transform Enterprise Action Taking: Complement traditional action planning for a simpler, more motivating experience.



Enhance Team Dynamics: Break down silos and promote agility within teams, enabling quicker, more creative problem-solving and response to challenges.



Improve Customer Experiences: Motivated employees lead to superior customer interactions, driving growth and success for your organization.

How we create impactful Nudges

Our team of PhD level behavioral scientists ensure each nudge is backed by rigorous research. Personalized to the individual and their environment, our nudges are crafted into engaging messages that inspire ongoing action without disrupting work flow.

A Nudge is not a Notification: It's a carefully designed, dynamic behavioral how-to tool that evolves to meet each employee's needs, encouraging them towards meaningful progress and contributing to a more agile, innovative workforce.

Proven Results

Nudges from Perceptyx have shown to significantly improve workplace habits, productivity, and retention. Employees who engage with nudges are:

2.4x more likely to take action than their peers

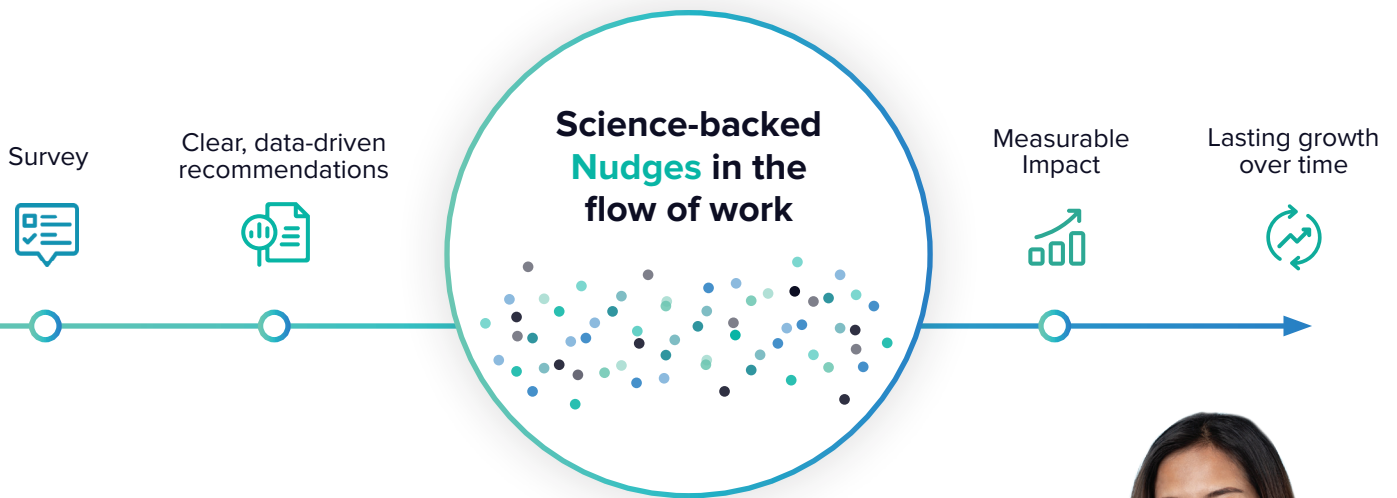
10% more productive

8% less likely to leave their company

Unlock **EX** Transformation with Perceptyx

Perceptyx Intelligent Nudges simplifies action planning and amplifies its impact, moving beyond traditional methods to a more engaging, measurable approach. By integrating our science-backed, personalized nudges into your strategy, you empower every employee to become a catalyst for positive change.

Transforming insights into impactful actions, one nudge at a time.



Connect with Perceptyx today

Embrace a new era of HR and business success with Perceptyx's Intelligent Nudges. Transform employee feedback into meaningful action and unlock your organization's full potential. Contact us to learn how we can revolutionize your approach to action planning and employee engagement

