



**Name of your organization:** Perficient

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

Perficient uses the People Insights Platform to administer our annual Employee Engagement Survey, a key component in ensuring our global colleagues' voices, opinions, and ideas are heard. Perficient has made a promise to challenge, champion, and celebrate its people. We strive to provide a colleague experience where everyone can develop their talents to grow professionally and thrive personally. An important part of that process is asking for, carefully considering, and reacting as appropriate to colleague feedback through the Employee Engagement Survey. The results from the survey help us shape priorities and focus on ways we can improve the Perficient colleague experience for every employee, both current and future.

After the survey closes, we partner with Perceptyx to host leadership training that helps ensure all provided feedback is critically reviewed and thoughtfully evaluated. Our HR Business Partners then collaborate with Perficient leaders to help identify specific areas of improvement and create action plans which are tracked using the People Insights Platform. Additionally, we utilize the data to identify potential organization-wide improvements that would impact all colleagues. Perficient's Talent Development team then collaborates with the global Corporate Communications team to share these enhancements across the organization and reinforce the variety of ways Perficient is actively pursuing progress to improve our colleague experience.

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

Perficient's Latin America team has leveraged the information gathered from the People Insights Platform to create a "One LATAM" work culture that effectively aligns strategies and processes across the entire Latin America region. Over the last few years, Perficient has acquired several companies and expanded its presence across Latin America, including Mexico, Colombia, Argentina, Chile, and Uruguay. In the yearly Employee Engagement Survey results observed after each respective acquisition, it became apparent that teams in each country had their own approach to complete the same tasks, which created a disparate, sometimes redundant, environment. To create a more unified approach across Perficient's Latin America region, Perficient's leadership and regional people team have leveraged data from the People Insights Platform to identify the strengths of each team and what existing processes could be scaled to effect change across the region. As a result, Perficient's Latin America teams have adopted a cohesive approach to improve their strategic processes, communications efforts, and various other functions.

LATAM's people team and regional leaders utilized the data available in the People Insights Platform to identify three main improvement areas to enhance the overall colleague experience. These improvement areas include awards and recognition, performance management, and career growth and development. They have since developed strategies to address each of these areas. For example, in an effort to identify a cohesive colleague recognition strategy, the team identified the Mexico team's approach of celebrating individual colleague achievements during town hall meetings as one tactic that could be replicated in other countries. All other countries in Perficient's Latin America region are now incorporating public recognition in their town halls.



Regarding performance management, a new solution being pursued in 2024 is the incorporation of a consistent performance management conversation process across the regions. This is currently being discussed and planned with Talent Development globally before implementation. Finally, their focus has also centered around professional development. The development of each colleague is important to Perficient, with "Growth for Everyone" being a key pillar of our employer value proposition – the Perficient People Promise. In recent years, Perficient's Talent Development team has launched several career development programs and resources to provide each colleague with tools to advance their career at Perficient. These include global leadership development programming, a career pathing tool, a career development workbook and leadership toolkit, an internal forum for colleagues to share their leadership advice, an on-demand learning platform, and several other tools. Inspired by Perceptyx data that indicated a strong interest in increased development opportunities for colleagues, Perficient's Latin America teams are working to raise awareness among colleagues about all the Growth for Everyone resources available to them.

While the long-term impact will take time to measure, our Latin America team has already made significant and impactful enhancements based on colleague feedback and data gathered through the People Insights Platform. This effort has proven to streamline communications across Perficient's Latin America region, further foster cohesive collaborative relationships, and advance progress towards the team's pursuit of "One LATAM."