

Onboarding Solution and smartphone Application Enabling Organizations To Create an Amazing First Impression for New Employees With a Workflow Engine that Coaches Managers



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**“Everyone wants to be welcomed
and everyone wants to start a
new role feeling special.”
- Brent Pearson**

CEOCFO: Mr. Pearson, would you tell us the basic idea behind Enboarder?

Mr. Pearson: The basic idea behind Enboarder is when you hire great talent to join the organization, you can spend a lot of money on headhunters or recruitment of great talent. The moment that candidate signs their offer letter they become your employee, typically most organizations then deliver a really poor first impression. There is a great deal of research that shows that first impressions do count, and the impressions that you create for a new employee can significantly impact their engagement, their tenure and some of the core business ethics. Enboarder is all about helping employers create this amazing first impression for their new employees that join the organization. Our workflow engine coach's managers and it also provides information to new employees over a mobile phone. We know managers are busy and often may forget to do things; our system is kind of like a virtual assistant, as it just keeps reminding managers and helping them to basically be rock star managers in the eyes of their new employees.

CEOCFO: Are many companies realizing the need to do it better in the beginning or are you ahead of the curve?

Mr. Pearson: When we started the company I would say we are ahead of the curve. Even when the product was in its early days, I felt very much like I was a missionary and I was trying to educate the market, but I think the market has absolutely caught up now. We are getting more and more companies calling us or realizing that they have a pretty major problem especially in the day of social media when someone joins the company and they do not have a great experience, it is amplified so much. We have customers from some of the biggest brands in the world working with us, through to small companies and we seem to find a pretty consistent problem where people put a lot of effort into the recruitment experience but no one typically owns onboarding, so this important first impression often falls between the cracks.

CEOCFO: How do you engage with a company?

Mr. Pearson: In the early days we would train a company and show them how to use our product and then we pretty much say that is how to use it, good luck, do with it what you will. Now that we have implemented more than forty customers we feel like we are experts in terms of how to construct and build an amazing first impression. We are taking a much more consultative role with our customers and we are going out there and saying “look, to set you up why don't we show you what we think is a very good starting point for this onboarding workflow” and we can get that set up very quickly, usually in days or weeks. Then we teach them how they can take that and adapt it and modify it and grow it from there. Our system is designed so that it clips in or bolts onto their existing systems infrastructure. It works with existing technology pretty nicely and compared to most technologies that a company will implement, ours is such an easy and

quick project. Companies often take months or years to implement a system, ours typically weeks or at the longest it is eight weeks.

CEOCFO: *Would you give us a few examples of how you help a company construct a program or set up the steps so they are doing it in a better way and a way that works with their corporate culture?*

Mr. Pearson: The first step in the process is almost like an eye opener for customers. When we show them what can be done they are amazed, because they never even thought about it. For us, the onboarding process starts from the moment someone signs their offer letter. We do not wait for them to start on day one. If you put yourself in the mindset of a new employee that just got a new job, the moment you sign your offer letter, you are actually in this really excited and motivated stage. It is an opportunity for employers to start engaging with that new employee and sharing information about the company and about their values and things like that. The first step is to show them best practice. We do that by demonstrating to them and we let them play the role of the manager. We fast-forward the whole process and they can actually see what happens and the different steps in the process. As they see the capability of the platform they start thinking about the different things that can happen. When we start working with some form of our best practice workflows, that is usually what sparks creativity. We deliberately go out and advocate not getting it right first go. What I mean by that is we do not want the customers to go and put together a huge project team and then take six months analyzing it and documenting lots of stuff. What we typically do is say take a little pilot group in your organization; it might be one manager in one department who has a problem and put in best practice workflows and just get Enboarder running in his area. Then because our tool is design so that the HR team can modify it themselves, they start on a regular basis doing little updates. We train them to think in an agile way when implementing our system.

CEOCFO: *What do many companies miss in the onboarding process?*

Mr. Pearson: I will give you a typical scenario. Imagine that you just got a new job with a company and put yourself in that mindset for a moment. Most new employees want to hit the ground running and are so excited about their new company. The reality is that if they do hear from their employer before day one at all, usually it is what we call the “dreaded new starter pack”. It is paperwork, policies, procedures, compliance documents. It is so out of sync with what they really want! Often they do not hear anything before the first day and they are not even sure where they should turn up. It’s a common occurrence where they turn up on day one and it is clear that the organization is not ready for them, they may not even have a security pass to get in the front door! Security will not let them in because they are not on the roll. The manager might get a call if they can find their manager saying you have someone down in reception, and then the manager panics saying they had totally forgotten about their new hire. Then the person shows up and they have no computer or even a phone. They have nothing organized for them. What our system is doing is actually trying to put the real personal side onto onboarding. We found it is the little things that count. If you get a call from your manager three or four days before your first day and they just say they are excited to have you start on Monday, so they are just checking to see if you have any questions. Whether that is a text or a call, knowing that your manager has remembered that you are coming and has reached out a call to you, is huge. On day one, getting a text message the morning of your first day or a call just confirming when and where to go is huge. It’s knowing that your manager has not forgotten about you and really cares about you, which makes you feel valued and welcome. What we actually focus on is less about how we automate the paperwork and it is more about how we actually create this amazing impression or first experience for a new hire. One little tactic we do with our customers for example, is our system might send out a notice to you about two weeks before you start and it might say “hey it is two weeks before you start, we would like to get to know you more”. We will ask them a few questions and it is a web based survey that they can do on their phone. It might ask questions like “When you are not working, what are you passionate about?” For example they may be passionate about good food. Then we may follow up with another question and ask them if they have any pets. So I am asking a few questions which are designed not to be too personal but just to get to know more about them. One question we ask is “When the 3:00 slump hits, what is your favorite munchie?” They may say a cupcake. Now three days before they start our system will send a note out to their manager and it might say “Do not forget your new hire is starting on Monday and let’s make sure they are ready. You might even want to decorate or put a welcome on her desk. By the way, her favorite munchie is a cupcake, so it would be very nice if you would put some cupcakes on her desk on day one with a little note saying ‘For your 3:00 pm munchie.’” Think about if you turn up on day one and a manager brings you to your desk. Imagine that your desk is beautifully decorated with stationary laid out and the computer is there and everything is ready for you. In the middle of your desk there are some cupcakes with a little note saying “For your 3:00 pm munchie.” That simple gesture does two important things. The first is you look at it and think it is lovely. Then you remember that two weeks ago you told your manager that you liked cupcakes, he really cares and listens. The most important thing from our perspective is your manager gets to see the smile that puts on your face. Managers actually like to be rock star managers but often they do not know how. When they see how easy it is to really delight their new hire, then they start to get into the mindset of what else can they do to be sure that their employees are happy.

CEOCFO: *Is there a particular level of employee where this works better or is it the same across the board?*

Mr. Pearson: We see it very much across the board; from summer interns and graduate level roles, we also see it working in blue collar factory level roles, especially if they are not on emails, because they all have mobile phones. We also see it all the way up to C-Level roles. Everyone wants to be welcomed and everyone wants to start a new role feeling special. We change the work flows deliberately for the audience that we are onboarding. The way that we would onboard a grad and the way we speak to the grad would be very different to a senior executive.

CEOCFO: *How do you reach potential customers?*

Mr. Pearson: We are not using traditional marketing or advertising. The only paid marketing we are doing now is tradeshow. We are going out to specific industry shows where we think our target audience will be, but all of the rest of our customers are pretty much coming from referrals. We are finding that the customers that have engaged with us and are using our system are turning into what I call rabid evangelists and advocates on our behalf. We are actually getting more and more people calling us up and saying I was talking to so and so over at such and such company and they are just raving about your product so I would like to find out more about it. Most of our customers are coming through referrals at this point.

CEOCFO: *Why is Enboarder an important company?*

Mr. Pearson: Personally, I think a lot of companies have lost their way recently in the drive for profit. Everything has been squeezed. I think that a lot of companies have lost the human element in terms of creating a place where people enjoy working and they feel valued. I think Enboarder is important because we are helping managers think more about welcoming their staff and treating their staff in a special way and not as just headcount but as people that they can delight.

