

Employee Sentiment & Culture

Intelligence Product Overview
July 2023

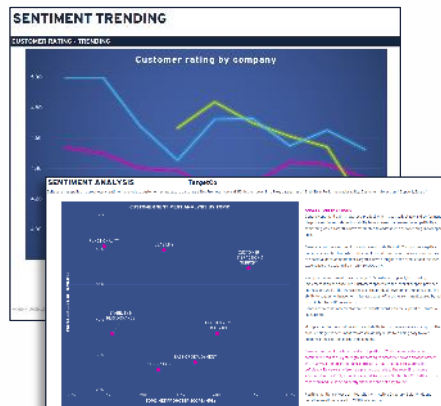
“Deltabase is the ‘Swiss Army Knife’ of Benchmarking”

DIRECTOR, DELTABASE CUSTOMER

Due Diligence & Value Creation Accelerators

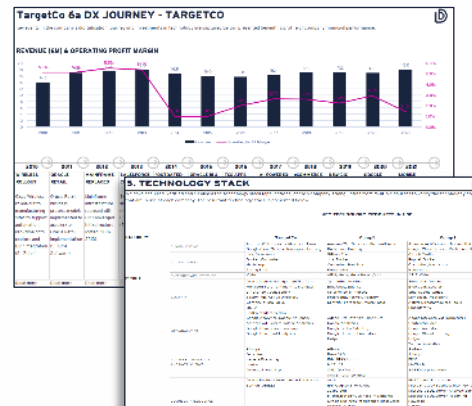
Commercial

- Products & Services
- Feature comparison (apps, software, eCommerce)
- Customer Sentiment
- Web traffic analysis
- Social channel performance



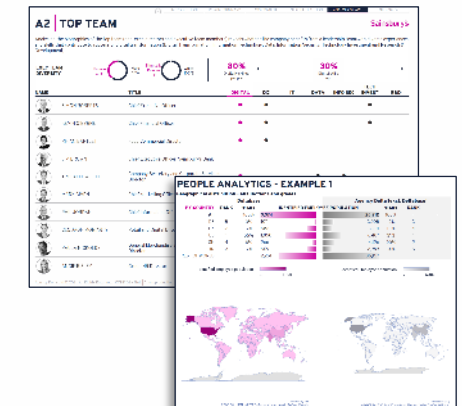
Technology & Digital

- Tech Stack
- Tech Skills & Recruitment
- Tech Operating Model
- Dx Journey Timeline
- Cyber (tools, skills, people)



People & Ops

- Skills & Recruitment
- Headcount Analytics
- Culture & EX
- Diversity & Inclusion
- Salary Intelligence



People & Ops Intelligence

For most companies, there is more data on their employees in the public domain than there is in internal HRIS/HCM systems.

We use cutting-edge techniques, including Machine Learning (ML), to acquire, process and analyse this data and we benchmark companies against their competitors.

Our people intelligence & benchmarking products include:

- [Employee sentiment & culture](#)
- [Headcount analytics](#)
- [Skills & recruitment](#)
- [Salary Intelligence](#)
- [Tailored timeline \(people focus\)](#)

Benchmark company culture and sentiment towards employee value proposition and employee experience.

Analyse and benchmark employee sentiment across 12 topics:

Cultural Indicators

- ✓ Supportive leadership team
- ✓ Progressive mindset
- ✓ Empowerment
- ✓ Collaboration
- ✓ Agility & bureaucracy

Employee Experience & EVP

- ✓ Workplace technology
- ✓ Pay & rewards
- ✓ Work-life balance
- ✓ Learning & development
- ✓ Career progression
- ✓ Diversity & inclusion
- ✓ HR function

Features and Benefits



Topic-level sentiment scoring

Make culture measurable and benchmark companies against their competitors at a topic level.



Time-series analysis

Identify specific topics that are showing an improving or worsening trend over time and measure the impact of internal or external events.



Curated review excerpts

See specific review comments mapped to topics to understand the voice of the employee.

Use Cases



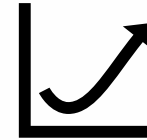
M&A Advisory

- M&A due diligence (people / HR / human capital risks & opportunities)
- M&A integration (culture compatibility assessment)
- Value Creation



Consulting

- People advisory (strategy, transformation, culture, employee experience, employee value proposition)
- Culture transformation



Business Development

- Data-led client conversations
- RFP responses
- Account planning



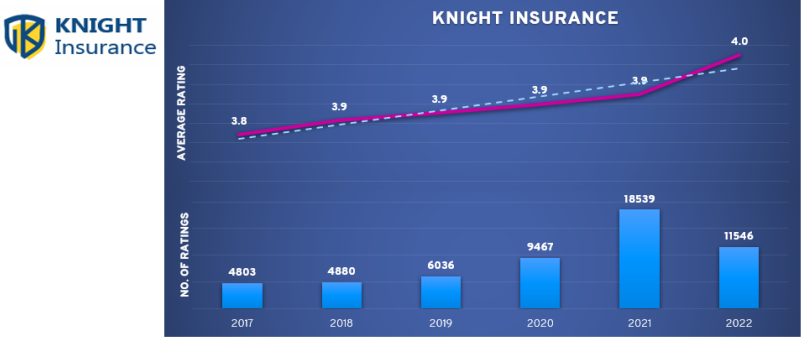
Screenshots

Company-by-company sentiment analysis

1a. EMP SENT - Knight Insurance

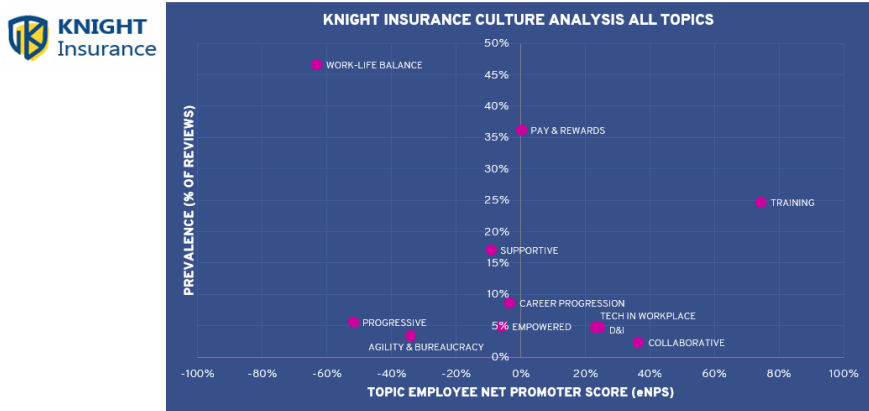
Deltabase has applied its proprietary sentiment analysis to Employee review text to calculate an Employee Net Promoter Score (eNPS) broken down into 11 key categories of: Supportive, Progressive, Empowered, Collaborative, Agility & Bureaucracy, Tech In Workplace, Pay & Rewards, Career Progression, Work-Life Balance, Training, D&I.

1. TIME SERIES (RATING)

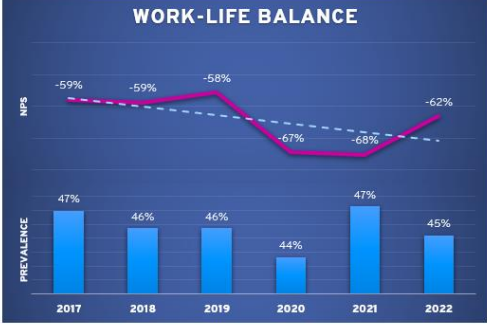
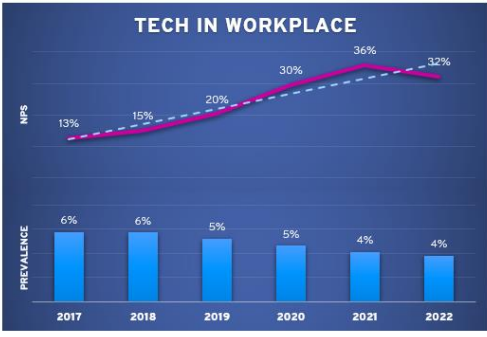
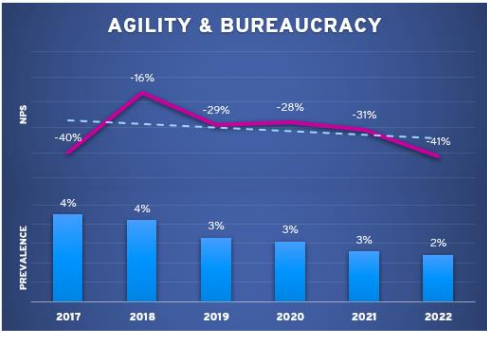
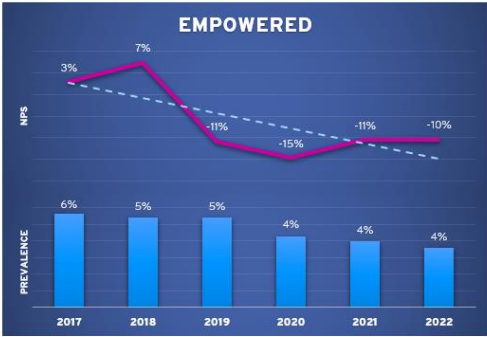


Year	2017	2018	2019	2020	2021	2022
Average Rating	3.82	3.86	3.88	3.90	3.92	4.03
No. of ratings	4,803	4,880	6,036	9,467	18,539	11,546

2. TOPIC-LEVEL SENTIMENT (ALL TOPICS)



Topic-level trend analysis for each company



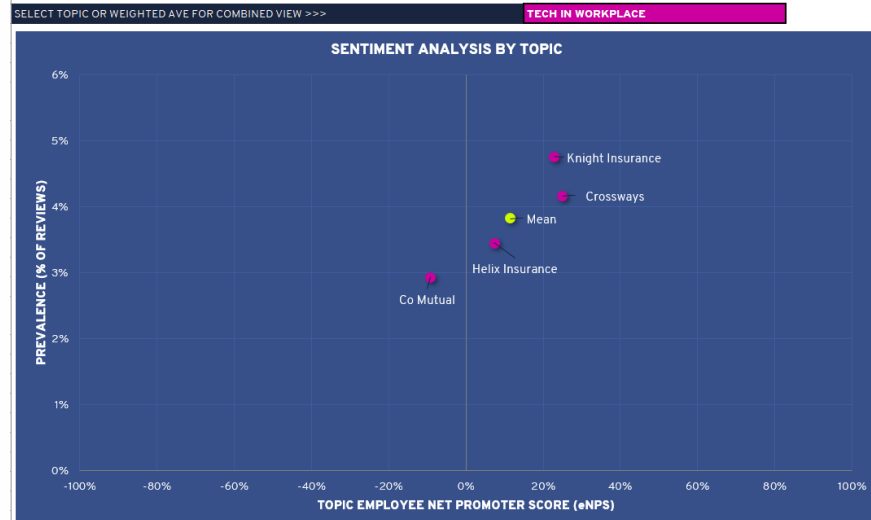
Auto-curated review excerpts for context



SUPPORTIVE	PROGRESSIVE	EMPOWERED	COLLABORATIVE	AGILITY & BUREAUCRACY
POSITIVE	POSITIVE	POSITIVE	POSITIVE	POSITIVE
<i>Great leadership, great hours, helpful bosses, wonderful experience</i>	<i>Culture, learning opportunities, collegial, challenging work, innovative, progressive, purpose driven, flexibility, opportunities to be involved in giving back</i>	<i>good people, encouragement, empowerment, growth n career</i>	<i>Opportunities, Flexibility, Recognition, Collaboration and teamwork, Great co-workers.</i>	<i>Great Team, Open for suggestion, Non Bureaucratic, Freedom in true sense to do what you like...</i>
<i>Great perks, great people to work with, and a lot of managers/bosses who to see you succeed</i>	<i>Enjoyable working environment, less conservative than the other "Big 4" firms.</i>	<i>Benefits, fair comp, flexibility (little to no micromangement).</i>	<i>Teamwork, creative, supportive, comprehensive and helpful</i>	<i>Not a lot of red tape to get anything approved.</i>
<i>Friendly, inclusive, good leadership and management</i>	<i>Leadership is supportive of innovative and creative ideas.</i>	<i>Innovative, autonomy, career growth, great training</i>	<i>Friendly people, emphasis on team work & collaboration, free coffee, good health, dental and vision benefits, annual wellness spending account</i>	<i>Agile Working, Flexibility, Great Supportive Culture</i>
<i>- Great mentors and managers - Great opportunities provided by management</i>	<i>- focus on diversity - innovative and forward thinking - flexibility, benefits, progressive</i>	<i>Great benefits, great work-life balance, great autonomy, outstanding colleagues, lots of support and resources</i>	<i>Excellent team work, Executive team collaboration, Innovative thinking</i>	<i>great people, excellent benefits, agile work environment</i>
<i>Flexible work timings Good incentives Managers and leadership always there to help you out Good Career Growth</i>	<i>Progressive company, excellent benefits and people</i>	<i>Autonomy, support from organization, great benefits, strong brand name, great offices and facilities.</i>	<i>Excellent Growth Opportunity High Salary Great Benefits Collaborative Experience</i>	<i>Great agile working environment and good support structure</i>
NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE
<i>Bad management - no upward feedback allows bad managers (micro-managing, poor knowledge, etc.)</i>	<i>partners comepetitive, not collegial or supportive, wasting opportunities, not innovative, conservative</i>	<i>no autonomy; no carreer plan; not good compensation</i>	<i>No teamwork.</i>	<i>Bureaucracy, Politics, Poor Leadership, Power struggle</i>
<i>Office politics, stress, unrealistic expectations, Harsh Management from unprofessional manager's.</i>	<i>Management dont encourage for innovative ideas.</i>	<i>Unstable, low salary, no empowerment</i>	<i>Long Hours, poor work life balance, poor team work</i>	<i>Slow decision making, naturally risk averse, hierarchical in most cases</i>

Peer-set comparisons and topic rankings

1. SENTIMENT ANALYSIS BY TOPIC (ALL YEARS)



Source: Deltabase analysis of reviews from Glassdoor

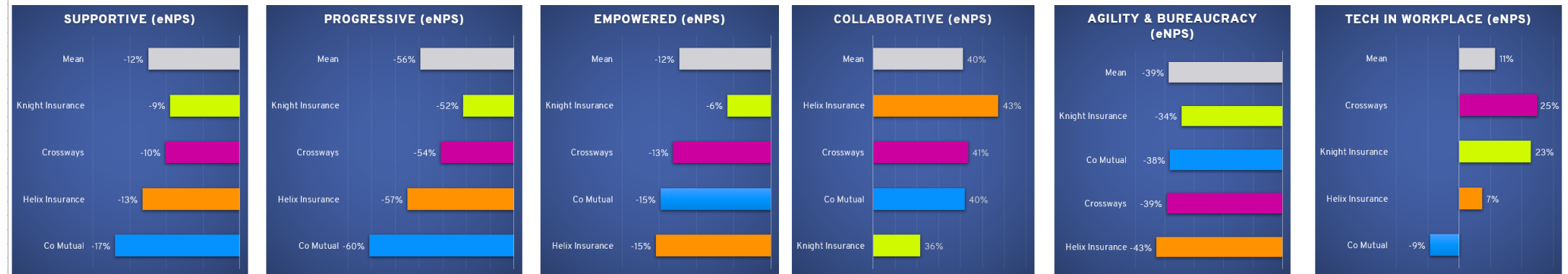
GRAPH DATA

COMPANY	SUPPORTIVE	PROGRESSIVE	EMPOWERED	COLLABORATIVE	AGILITY & BUREAUCRACY
Knight Insurance	-9%	-52%	-6%	36%	-34%
Helix Insurance	-13%	-57%	-15%	43%	-43%
Co Mutual	-17%	-60%	-15%	40%	-38%
Crossways	-10%	-54%	-13%	41%	-39%
Mean	-12%	-56%	-12%	40%	-39%
Spread	8%	8%	10%	7%	9%
	NON-DIFFERENTIATED	NON-DIFFERENTIATED	SLIGHTLY DIFFERENTIATED	NON-DIFFERENTIATED	NON-DIFFERENTIATED

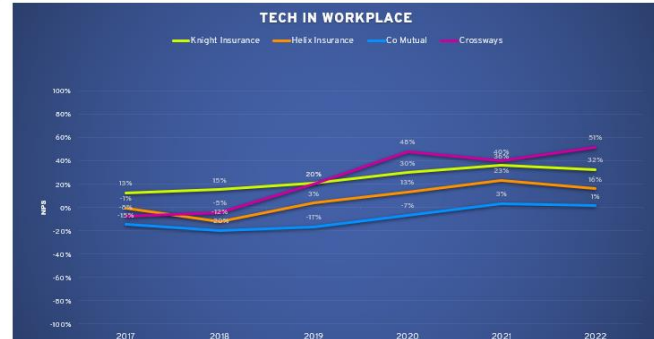
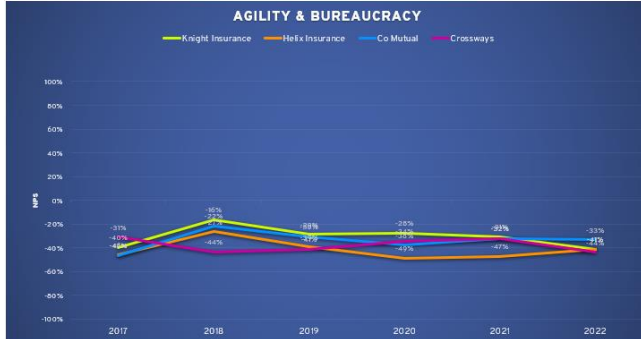
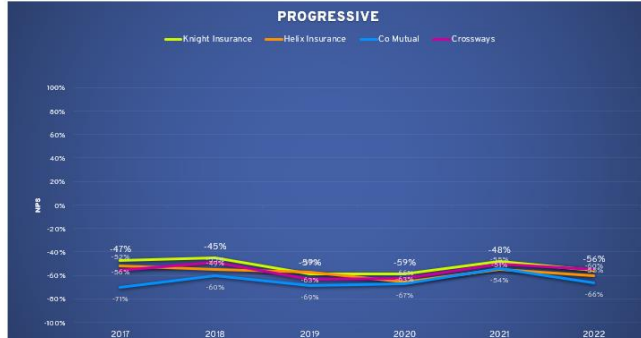
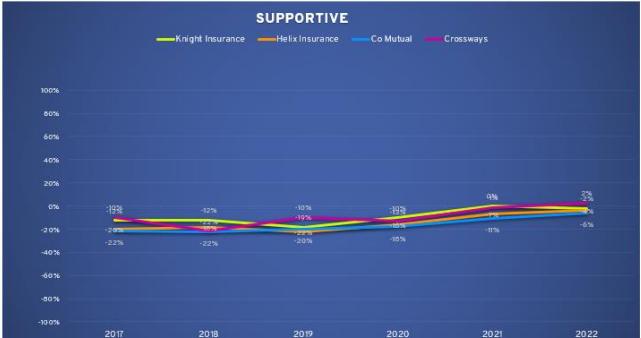
Prevalence

COMPANY	SUPPORTIVE	PROGRESSIVE	EMPOWERED	COLLABORATIVE	AGILITY & BUREAUCRACY
Knight Insurance	17%	6%	5%	2%	3%
Helix Insurance	16%	5%	4%	2%	4%
Co Mutual	17%	5%	4%	3%	3%
Crossways	18%	5%	5%	3%	4%
Mean	17%	5%	4%	3%	4%
Spread	1%	1%	1%	0%	0%

1. SENTIMENT ANALYSIS BY TOPIC (PEER SET RANKING)



Time series analysis relative to peers



Geo Coverage

- Since our data sources are global, we can assess target companies headquartered in a range of locations.
- Source language is not usually a challenge for us, although some data types are more readily available in some jurisdictions.
- An evidence scan is completed to confirm adequate data coverage before we start work on any brief.

Geographies tried and tested

- ✓ UK (incl. Channel Islands, Gibraltar), Ireland
- ✓ United States, Canada
- ✓ Australia, New Zealand
- ✓ EU: France, Germany, Spain, Italy, Sweden, Switzerland, Poland, Belgium, Netherlands
- ✓ Israel
- ✓ India
- ✓ Singapore

Geographies with known data limitations

- ✓ Russia
- ✓ China, Hong Kong
- ✓ Japan
- ✓ Pakistan

All other countries: Subject to evidence scan

