

2020 SPRING

CUSTOMER SUCCESS REPORT



OKR MANAGEMENT SOFTWARE CATEGORY



OKR MANAGEMENT SOFTWARE OVERVIEW

OKR (Objectives and Key Results) management software enables businesses to set, communicate, measure, and track goals and results. The platform allows your company to effortlessly set and monitor targets for individuals and teams. It is a viable alternative to informal tools like instant messaging or comments inside other solutions for objective check-ins, where it can be hard to monitor progress and you can even easily lose them.

Team members can use OKR software as a centralized and specific system to log their target progress, road obstacles, and completion, permitting management to gauge the organization's overall productivity. With an OKR platform, you can create, visually prioritize, and categorize goals, and offer check-in and update features to goal contributors. The system includes recognition, feedback, tracking, and reporting functions to measure staff productivity.

Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

Content Score is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

Market Presence Score is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

Company Score is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

Customer Success Report Award Levels



Market Leader

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



Rising Star

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated OKR Management Software software based on the FeaturedCustomers Customer Success Report.



15Five

betterworks™

 Gtmhub

 **WorkBoard**



 **Geese**

 **Lattice**

peoplegoal

 **WEEKDONE**

 **workpath**



 **KOAN**

 **leapsome**

 **perdoo**

OVERALL BEST

OF OKR MANAGEMENT SOFTWARE



betterworks™



betterworks™

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Deloitte.



 **edmunds**



Google

ABOUT BETTERWORKS

BetterWorks is an enterprise goals platform trusted by high performing companies to engage, empower and cross-functionally align their workforces. By applying Goal Science™ thinking, BetterWorks meets the needs of millennial and mobile workers with the security and scalability that enterprises demand. BetterWorks' goal is to drive companies to become operationally excellent and provide powerful insights about how work gets done.

74

Customer references from
happy BetterWorks users

[VIEW ALL REFERENCES](#)



"BetterWorks helps align conversations with performance and goals, and helps capture the record of the conversations. It's a forcing function for more frequent conversations and coaching to happen."

John Chu
VP of Global People Operations, App Annie



"The ability for me to go see what my CEO's OKRs are, or those of the person sitting next to me, really changed how we interact with each other. It's a level of transparency we didn't have before."

David Rosenthal
Agile Coach, ConsumerAffairs



"BetterWorks has been a night-and-day difference from SharePoint, given the way the information is entered and what we can do with it. The visual elements are an easy way to understand where we are as individuals, as a team, and as a company."

Lisa Auger
Goal Master, Lumeris



"OKRs allow us to eliminate cascading level after level after level, which requires meeting after meeting after meeting. You publish the key big priorities and initiatives that need to get done, and let people fill in the details of how they're going to get it done."

Laszlo Bock
SVP of People, Google



15Five





15Five

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credit karma



ABOUT 15FIVE

15Five is a leading continuous performance management solution that not only guides employee growth and development but empowers people to become their best selves. Through strategic Weekly Check-Ins, 15Five delivers everything a manager needs to maintain visibility and impact employee performance, including continuous feedback, Objectives (OKR) tracking, recognition, 1-on-1s, and 360° reviews. Thousands of forward-thinking companies use the solution to bring out the best in their people, including Credit Karma, WPEngine, and HubSpot.

56

Customer references from
happy 15Five users

[VIEW ALL REFERENCES](#)

"Implementing 15Five when we did proved to be one of the most important systems that we have used to ensure our teams were engaged through such an abrupt transition due to COVID-19."

David R Pearson
SVP, HR & Organizational Development, Extensis

"The real standout for 15Five is their amazing customer service - they always respond quickly with helpful advice, and everyone I've spoken to in the company is extremely lovely and personable."

Jordyn Riley
People Experience and Comms Manager, Vend

"We always measure any SaaS product by 'can I live without this?' And I cannot imagine living without it [15Five]. I use it regularly, it's part of our cadence, and it's an important part of our culture."

Todd Olson
Chief Executive Officer, Pendo

"15Five and its Best-Self Management philosophy reflects the important concept that every individual can out-perform if they're given the right opportunity, environment, and support. I applaud 15Five for this approach and working to build a system that brings goals, skills, coaching, and self-assessment to teams in an easy-to-use scalable platform."

Josh Bersin
Global Industry Analyst and Dean, Josh Bersin Academy



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SEDEMAC™



ABOUT GTMHUB

Gtmhub offers the world's most effective organizational success system bridging the chasm between strategy and execution. Rooted in a sophisticated Objectives and Key Results (OKR) platform, Gtmhub's solution enables real-time decision making for accelerated growth, leading to transformational change. Hundreds of companies across the globe use Gtmhub to improve internal alignment, clarify focus and achieve strategic priorities.

30

Customer references from happy Gtmhub users

[VIEW ALL REFERENCES](#)



"Gtmhub is an essential tool for managing our OKRs. It helps us to align each and everyone and make sure we are all heading towards our company goals. By automatically updating our OKRs, we take focus on the right short-term tasks and make sure they lead to growth."

Bas Smeulders
Chief Operating Officer, Sendcloud



"Gtmhub is the most flexible, data-driven solution for managing OKRs. Our partners on the customer success team combined with Gtmhub's data integrations and customizable insights translate to winning solutions. Gtmhub's results-oriented approach seamlessly integrates with VideoAmp's own high-performance culture. By scaling their..."

Lisa Fitch
Business Operations Lead, VideoAmp



"Gtmhub is a fantastic, flexible solution that drives our Drivewyze OKRs culture. The company has excellent customer success from a team that really understands how to measure what matters!"

Leo Jolicoeur
Chief Operating Officer, Drivewyze



"Robust and easy to use, Gtmhub will allow us to deliver on the OKRs superpowers - focus, alignment, commitments and transparency."

Vincent Craplet
Chief Operating Officer FIC, Societe Generale



WorkBoard

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ZALES
THE DIAMOND STORE™

ORACLE

Marriott
HOTELS · RESORTS · SUITES

CISCO

NBC UNIVERSAL

ABOUT WORKBOARD

WorkBoard Enterprise Results Management solution helps organizations align OKRs and FAST goals, automate business reviews and execute for growth. It's a data-driven, digital approach to defining, aligning and managing strategic outcomes so your organization competes at market speed.

52

Customer references from
happy WorkBoard users

[VIEW ALL REFERENCES](#)



"We have implemented WorkBoard across the organization. The product is excellent, and where they really shine is in helping define and structure the OKRs with each team."

Ed Brown

General Counsel, Malwarebytes



"Using OKRs and WorkBoard has helped us amplify and accelerate results. I'm delighted with WorkBoard's partnership and platform."

Tony Werner

President, Comcast Technology



"In two weeks with WorkBoard's solution, the whole company was aligned, motivated and driving measurable progress on our OKRs and strategic priorities."

Erik Huddleston
CEO, TrendKite



"We start our weekly staff meetings with WorkBoard's biz review dashboard — it keeps us focused on exactly what we set out to do as an organization."

Tien Tzuo
Founder and CEO, Zuora



2020 TOP PERFORMERS



peoplegoal





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ABOUT 7GEESE

7Geese is a modern performance management platform that makes it easy for companies to create high-performing, growth-minded teams. 7Geese combines goal-setting processes such as OKRs, with coaching features such as employee-driven 360 feedback, peer-to-peer recognition, and 1-on-1 tracking. Trusted by thousands of users worldwide, 7Geese takes the pain out of mapping strategic plans to employee's actual work and makes performance conversations more productive by giving all employees transparent expectations and frequent, light-weight check-ins with their manager.

41

Customer references from
happy 7Geese users

[VIEW ALL REFERENCES](#)

"7Geese has helped us implement a goal-oriented culture aligned with the key company goals. It is also helping us spread the culture of peer recognition and feedback. With this foundation, we are now working on the holy grail of performance management - abolish the traditional appraisal process."

Rajesh Abhyankar
Chief Executive Officer, MediaAgility

"With OKRs, our employees can clearly see how the work they're doing affects the entire company - it's empowering. Individuals and teams are driven to succeed because they are able to see how their quarterly goals fueled the company's overall achievement."

Mike Mills
VP of Program Management, Return Path

"We care a great deal about fostering an environment that helps us all be the best versions of ourselves, every day. Part of this means giving and receiving feedback in real time. 7Geese is a tool that helps our individual contributors, teams, and people wranglers do just that, instead of putting off real conversations until semi-annual or annual performance..."

Rebecca Clements
Vice President of Human Resources, Moz

"We use 7Geese to manage the Objectives and Key Results for our organization. It creates transparency and clear accountability around our goals and our performance. 7Geese also helps us strengthen our culture by reinforcing our core values and enabling us to recognize the people that best exemplify them."

Sundeep Bhan
Chief Executive Officer, Prognos



Lattice

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Glossier.



BIRCHBOX♦



ABOUT LATTICE

Lattice is a people management software for growing companies. Lattice makes performance management software for forward-thinking organizations. They're a SF-based startup serving hundreds of customers around the world. With Lattice, it's easy to launch 360 performance review cycles and engagement surveys, keep track of OKR/goals, gather real-time feedback, and encourage manager 1-on-1 meetings.

92

Customer references from
happy Lattice users

[VIEW ALL REFERENCES](#)



"Lattice works for Solera because it has a web-based, easy-to-use user interface, but we can customize the questions and process to meet our unique business needs."

Amanda McNulty

Director of Human Resources, Solera Health



"The thing that most impresses me is how responsive the team is. The team is not only open to feedback, you do something with it. It's so inspiring to see a company that actually acts on client feedback quickly. I know so many of the improvements are connected to your responsiveness to your clients. So thanks for a great product! We love it."

Alli Myatt

Chief Operating Officer, Teaching Trust



"Lattice supports each of us to focus on doing our best work and not be burdened with clunky systems that subscribe to outdated notions of performance management."

Katelin Holloway

VP of People, Reddit



"I love how Lattice allowed me the ability to review my 5 direct reports in a quick yet meaningful manner - without Lattice, we were all over the place and we all dreaded the review process. Also the weekly one on one function is AWESOME."

Ben S.

Senior Manager of Customer Service Excellence, Freshly



peoplegoal

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softomotive
— THE MAKERS OF —
winautomation



ABOUT PEOPLEGOAL

PeopleGoal is an employee experience platform for high-growth teams. Engage your employees with recognition, rewards, surveys and news. Manage your team members with core HR features including absence management, asset tracking and onboarding. Boost performance with goal setting, one-to-ones and instant feedback.

8

Customer references from
happy PeopleGoal users

[VIEW ALL REFERENCES](#)



"PeopleGoal was the best investment I've made in the suite of HR tools I've invested in recently! The solution has transformed the way we engage with our people and has allowed us to transition from time consuming administrative activities with everything that PeopleGoal offers. With its simple and easy to use UX, quick requirement to solution..."

Kevin Vaz

HR Director, Leica Geosystems



"Great for People. Robust talent platform with extensive custom functionality. Learning curve is fast for both employees and administrators due to ease of use. Fully integrated with other cloud platforms."

Chryssa Karagianni

Senior HR Analyst, Softomotive



"We love how easily PeopleGoal enabled [us] to place Performance and Development in to the hands of our leaders and co-workers. Everyone says it's easy to use, gives great overview and brings value from day-one."

Ahto Karolin

Digital Lead, Luminor Bank



"PeopleGoal was very simple to implement and is intuitive to use. The company's responsiveness to requests, customizations and enhancements has been unparalleled we have never been told to 'wait until the next release' 99% of the time our requests are accommodated with immediate effect."

Heather Friesen

Head of HR, Abu Dhabi University



WEEKDONE

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Deloitte.



ABOUT WEEKDONE

Weekdone lets managers quickly know what's happening in their teams and give feedback to employees. It's a hassle-free weekly employee status reports, dashboard and feedback system. Many managers don't know their employees' current goals, accomplishments and problems. People, on the other hand, want more feedback from their managers. It makes life easier for managers and teams more productive. Weekdone's vision is to be the single most used tool in any manager's pocket.

29

Customer references from
happy Weekdone users

[VIEW ALL REFERENCES](#)



"I hadn't seen the combination of PPP reporting and OKRs done anywhere else and I really liked the simplicity of how they all merge."

Shawn Rucks
Chief Executive Officer, Deverus



"With Weekdone people can keep each other updated and support each other as they are actually working on similar problems. They can exchange experiences with each other and see what sort of problems people are working on."

Ujendre Ramautarsing
Managing Partner, Inspired-Talent



"It is sometimes difficult to convince people to use OKRs, so you want a solution that is extremely simple, intuitive and excellent to understand."

Kaspar von Grünberg
Chief Executive Officer, Humanitec



"Weekdone puts your team in the habit of going in each week and updating what you are working on."

Scott Wolfe
Chief Executive Officer, Zlien



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ABOUT WORKPATH

Workpath builds intelligent technology that helps healthcare organizations centralize their work opportunities to automatically send to the most qualified employees and vendors. Their HIPAA compliant platform is used to schedule, dispatch, and manage teams of all sizes around the United States. Workpath's award-winning technology matches the right team member, contractor, or third party vendor to perform any task, anywhere.

12

Customer references from
happy Workpath users

[VIEW ALL REFERENCES](#)

"Workpath has helped reduce the manpower needed for each job while growing our volume. If we didn't have the Workpath system we would still have to focus an additional 5 to 10 people working on all of our accounts just to get everything done."

Jacqueline Rivera
Chief Operating Officer, Phlebotek

"Workpath enables our customers—from hospitals to outpatient imaging centers to urgent care facilities and beyond—to address the increasing need for imaging studies and the shortage of radiologic technologists."

Nanci Wozniak
Vice President of Education & Workforce Solutions, Siemens Healthineers

"I don't know how I lived without Workpath. It has allowed my business to run smoothly and we're in a much better direction of growth. My clients and patients love it!"

Aundrea Harris
Owner, Paramed Express



2020 RISING STARS





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ABOUT KOAN

Koan is the collaborative way to manage goals and OKRs across organizations. A SaaS-based platform, Koan empowers companies to strengthen strategic processes and continuously deliver on objectives.

10

Customer references
from happy Koan users

[VIEW ALL REFERENCES](#)

“We’ve had a very successful past four or five months with product development at New Relic. Part of that is due to Koan bringing focus to the teams—helping them finish tasks and get products into customers’ hands.”

Mary Grossi
Senior Director Of Program Management, New Relic

“Koan has been an important tool for multiple teams at Ascend. Koan’s thoughtful design helps our teams get the most out of each and every week by reflecting on progress, setting priorities, and scoring goals. Koan is the productized version of all the goal setting best practices we wish we had been doing all along.”

Sean Knapp
Chief Executive Officer, Ascend.io

“With Koan, we now have a single place to communicate and execute on our strategy. I can see the status of our top priorities — and more importantly, everyone else can, too.”

Eric Breon
Chief Executive Officer, Vacasa

“Koan has been a game-changer for us. The tool offers a strong organizational commitment to OKRs and helps the TrueData team stay aligned and on-track towards our key objectives.”

Elliott Easterling
Chief Executive Officer, TrueData



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ABOUT LEAPSOME

Leapsome is the platform for Performance Management & Employee Engagement. CEOs and HR / People Operations teams in forward-thinking companies including Trivago, Mercedes-Benz and Tado choose Leapsome to enhance their people management processes and help them develop, empower and enable employees. Leapsome combines tools for Goals & OKRs Management, Performance Reviews and 360s, Employee Engagement Surveys, Feedback & Praise, and 1-on-1 Meetings into one easy to use platform.

28

Customer references from
happy Leapsome users

[VIEW ALL REFERENCES](#)

"At PlusDental, we more than doubled in size during 2019 from 85 to 190 employees. We implemented Leapsome to create a robust structure for performance management. We're utilising the platform for our bi-annual 360 reviews processes and employee engagement surveys as well as instant feedback & praise. We can now ensure our employees...
Jan Holste
Director People & Culture, Plusdental

"Leapsome enhances meaningful feedback and employee engagement. It's a must-have for every company at any stage. We are growing towards 750 employees but the rollout was easy, fast and successful nonetheless. The great customer support helped us through the whole onboarding process."
Thore Schick
Head of HR & Recruiting, About You

"With the help of the graphics you can quickly understand the significance of the results."
Erica Ancobia
Head of People Operations, finleap

"Our main need was a process to implement OKRs - Leapsome is the perfect tool for that. We also actively use the other features like feedback and 1:1s."
Francois Casanova
Chief Executive Officer, Fitogram



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OS33

PANGAEA



ABOUT PERDOO

Perdoo is democratizing business success and enabling any organization out there to implement OKR - the secret sauce behind the success of companies such as Google, Intel or LinkedIn. Perdoo is the first platform to bring together strategy with the goals required to deliver that strategy, and the people required to deliver those goals.

8

Customer references from
happy Perdoo users

[VIEW ALL REFERENCES](#)



"This quarter, we've been much better about measuring baseline metrics when we create our OKRs so that we have the data we need to evaluate the impact of our initiatives at the end of the quarter."

Shannon Lincoln
Vice President of Finance, Shippo



"We really worked on understanding and clarifying what was important. It helped us re-examine priorities and our abilities to achieve them."

Jason Arrigo
Director of Education, OS33



"We're really excited about the future at Widen and the potential of our people, sure, we're a software company and we have a product, but our purpose is to unlock human potential. I really believe that Perdoo helps us do that."

Matthew Gonnering
Chief Executive Officer, Widen



"Working with Perdoo has really helped us become the goal-driven company we are today."

Dean Pearson
Chief Executive Officer, Pangaea