



Headquarters: Toronto, Canada



Industry: Marketing and experience agency



Employees: ~400

How Salt grew 600% and kept its people-first culture strong with Bob

Salt is an award-winning marketing and experience agency based in Toronto, with people working across Canada, the US, and Australia. Back when they were a company of 50 people, Chloe McKenzie joined as Salt's first HR hire, recognizing the need to implement an HCM to automate their people processes and build a strong culture. Four years later, Salt has grown to nearly 400 people—a 600 percent increase—and has added additional Bob modules to support their growth.

600%

Increase in headcount since implementing Bob



#3

Best place to work in Canada

“We use Bob’s analytics and dashboards to understand our growth, which departments are growing most quickly, where there is more attrition, and where diversity is most concentrated.”

Chloe McKenzie | SVP, People and Culture, Salt

“Bob is a very friendly platform that allows you to bring culture alive. It's really friendly and welcoming. Through Bob, we can do all of our processes in the same way for everyone, so everyone can have the same experience.”



Chloe McKenzie

SVP, People and Culture, Salt



30%

Increase in Salt's analytics and reporting with Bob

4 Bob features driving business growth:

-  Core HR
 -  Talent
 -  Compensation
 -  Bob Learning



The logo for HiBob features a large, white, sans-serif font word 'Hi' inside a red speech bubble shape. To the right of the bubble, the word 'Bob' is written in a large, bold, black sans-serif font.