# Defined.ai wanted a more powerful and user-friendly HRIS, so they switched to Bob



offices in Portugal and Japan, Defined.ai's employees are familiar with the challenges of working with peers across different locations and time zones. The company understood the significance of having an HRIS for managing its people and HR processes and historically used a well-known US-based HRIS to run its HR operations. However, over time, Defined.ai's HR began to explore other platforms in the hopes of finding something more user-friendly, and with a robust talent module for running reviews and surveys. They looked into many different platforms and chose Bob.

With its headquarters on the West Coast of the United States and additional

#### Founded in What they do 2015 Al and machine learning solutions In a nutshell **Headquarters** Defined.ai combines human Seattle, WA intelligence with machine DEFINED.M learning to provide world-class **Employees** artificial intelligence training data and solutions for industry 250 leaders. Defined.ai is committed to creating a natural interaction Sites between people and machines for a smarter future.



people as we did without Bob. We can now automate all our processes, which saves us a lot of time and resources." **Brunno Ribeiro** Director of Talent Acquisition and Compensation at Defined.ai

company. We couldn't have hired as many

"In 2020, we doubled the size of our

#### When the pandemic hit in 2020, all employees at Defined.ai moved to a remote working model and they have been working this way ever since. For HR, not being

Moving to a remote working model

able to see employees in person, especially during this difficult time, has made ensuring employee wellbeing and communicating with employees a challenge. Bob's engagement tools keep HR

### and employees informed For checking in with their employees and gaining their feedback, Defined.ai uses Bob's Surveys, which have become even more significant now that they are working remotely and don't get to see each other daily. HR runs Bob's quick

surveys to evaluate employee reaction to company decisions and events and they also run employee engagement surveys twice a year using Bob's survey templates to gain valuable insights into their employees' engagement. Since moving to remote working, Defined.ai has also started to use Bob's Shoutouts as a fun and convenient way to keep employees informed about company news and updates.

"Bob's engagement survey was spot on. It was really nicely done, and we run it every six months."

Enhancing performance management

Brunno Ribeiro | Director of Talent Acquisition and Compensation at Defined.ai

#### Defined.ai's HR was intent on improving their performance review process, which was top-down, and limited to managers reviewing their team members. They searched for a solution that supported a more holistic and objective

approach to performance management, was easy to set up and use, and

provided good value for money.

a huge success.

and opinion.

Running 360-degree performance reviews in Bob Defined.ai was very impressed with the versatility of Bob's performance

management module, and since its implementation has transformed the way

#### they manage performance reviews at the company. They now run 360-degree performance reviews, which are easy to set up in Bob and include employee feedback from all directions; managers, co-workers, and direct reports, as well as self-reviews. Using this approach, all employees now experience an enhanced and more objective performance management process, which has been

Understanding people demographics Defined.ai's HR was searching for a solution that would provide them with up-todate people data and analytics and enable them to seamlessly create reports on company growth and demographics.

Defined.ai is serious about people analytics and uses data from Bob to analyze

They also create regular reports on salaries to ensure pay parity across their sites.

Having updated data is crucial for Defined.ai—both for creating effective reports

on attrition to see whether turnover was higher from a certain demographic.

employee demographics and trends. For example, HR created a report

#### and preparing for payroll. To ensure efficiency and accuracy, they use Bob's selfservice feature, which enables employees to update their personal information directly, and reduces the risk of error. The company even created a chatbot to

Bob's Analytics and reports

support employees if they run into difficulties; if an employee has a query, they can submit it in Microsoft Teams, and they are then rerouted to the company Sharepoint which has a help center to support them. With Bob, Defined.ai's HR feels confident that their employee data is up to date and that they can find what they need simply and easily with just a few clicks.

## Main takeaways: Defined.ai uses Bob's Surveys to collect feedback on employee satisfaction

Defined.ai uses Bob's Shoutouts to make company-wide announcements. Defined.ai's HR uses Bob's analytics to create detailed people reports. Employees at Defined.ai can update their personal information directly

With Bob, Defined.ai can run 360-degree performance reviews, including

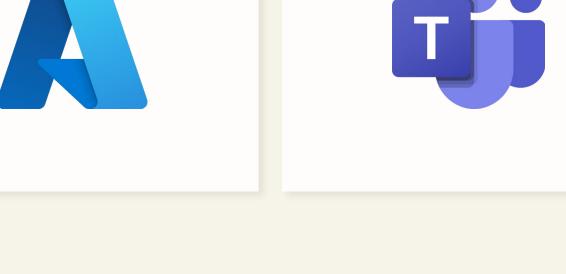
self-reviews, peer reviews, manager reviews, and reviews from direct reports.

Defined.ai's favorite Bob features

using Bob's self-service feature, reducing errors and saving time.

## Performance **People Analytics** Surveys Run review Ask your people View insights for their feedback and track people cycles and set analytics trends actionable goals on any topic Defined.ai's workflow integrations

**Y** workable



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