

everybody

How Everybody Agency broadened the scope of 1:1 conversations ...and saw a huge uplift in eNPS

Industry: Marketing & Media

Number of employees: +50

Reason for change: Modernisation and hybrid working

Results: eNPS increased from 31 to 58 in the first six months



Charlie Rowan,
People Partner, Everybody Agency

The customer

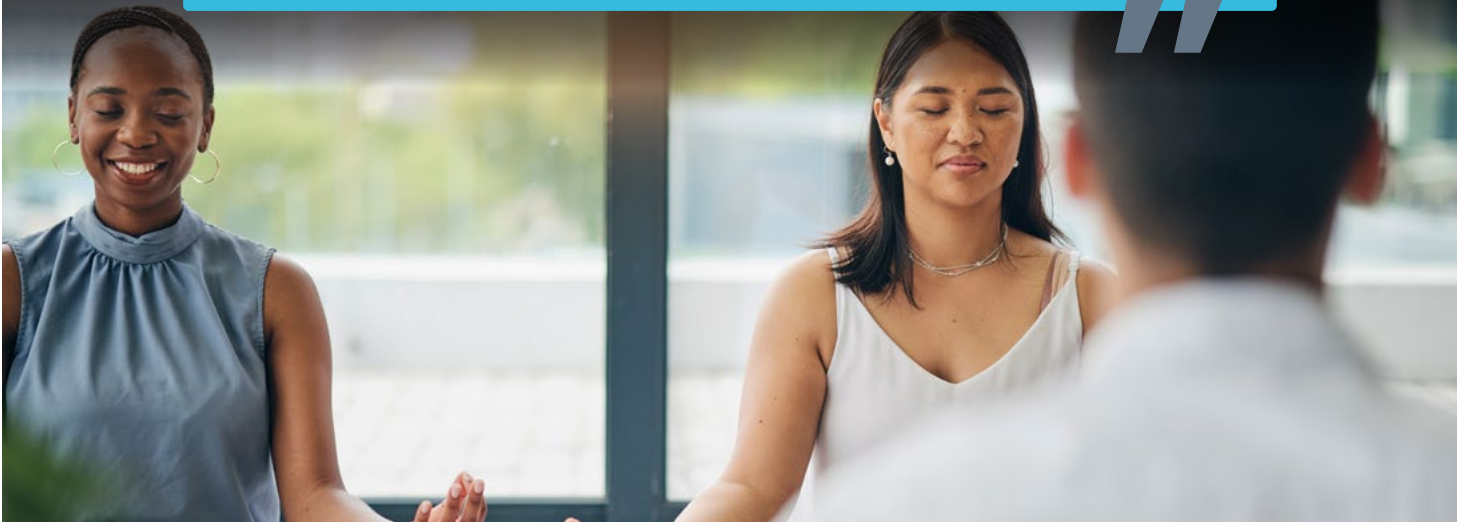
Everybody Agency is a full-service digital marketing company that operates across the UK (London HQ) and US. The agency serves clients in the health and wellness space, and provides a unique mix of insights and ideas to connect people with brands that make life healthier.

The Everybody team also believes that great work comes from having a diverse group of people who feel happy and supported to be their best selves. Investment in people is a top priority – and its partnership with OpenBlend is a prime example.

It's a great story – and one that People Partner, Charlie Rowan, recently recounted for us...

“We saw a massive increase in our eNPS scores (31 to 58) after OpenBlend was rolled out and I’ve no doubt the platform played a significant part in that. Our people can see that we are genuinely investing in them – and to very positive effect.”

Charlie Rowan, People Partner, Everybody Agency



The challenges:

Asked about the challenges that prompted Everybody Agency to engage OpenBlend, Charlie outlined four key issues:

- Quarterly performance objectives were too prescriptive and there was little consistency across the board
- Conversations were either not recorded or were done so manually using email
- 1:1 conversations were centred around short-term objectives, which didn’t support broader discussions around wellbeing, motivation, and continuous development
- There was no system to track employee progress over time for the purpose of recognition

Charlie explains “The business had been working to quarterly performance objectives for some time...as we settled into hybrid working, we recognised a need to expand the scope of 1:1 conversations, using them not just for short-term performance management, but as a tool to support employee wellbeing and motivation.”

The objectives:

With these challenges in mind, Charlie, and Chief People Officer, Chelsea Brazier, began searching for a technology partner to support the following objectives:

Modernise the agency’s approach to people and performance management, placing employee wellbeing at the top of the agenda

Enable and encourage regular 1:1 conversations to build connection in a hybrid work environment

Provide managers and employees with a dedicated tool to structure 1:1 conversations around key talking points, and incorporate wellbeing discussions as standard

Support clarity around employee goals to support learning and development

Build accountability by creating a system of record to track employee progress, wellbeing, and motivation

Develop the agency’s future managers by providing junior employees with a tool to build their management skills and capabilities

“We really liked OpenBlend from the get-go. I’d come across the platform in a previous company and loved the fact that employees can use it to score their wellbeing and motivation to inform talking points.”

Charlie Rowan, People Partner, Everybody Agency



Why OpenBlend?

The team created a shortlist of potential technology partners but a meeting with OpenBlend’s Founder & CEO, Anna Rasmussen, made for a clear cut decision.

Charlie recalls: “We really liked OpenBlend from the get-go. I’d come across the platform in a previous company and loved the fact that employees can use it to score their wellbeing and motivation to inform talking points.”

The team was also impressed by the platform’s flexibility. Charlie explains:

“There’s no mandate in terms of cadence or topics that should be covered. It’s very flexible and it’s designed for the individual so people can use it in a way that works best for them.”

OpenBlend ticks the right boxes



Enables employees to talk about their wellbeing and motivation

Provides relevant talking points that matter to the individual

Facilitates broad conversations that go beyond just performance

Supports continuous people and performance management

No mandate for cadence (employee-led)

Lends a high degree of flexibility

Provides holistic HR data as well as individual insights

The roll-out

OpenBlend was rolled out to all employees a few months later and received a positive reception all round: "The feedback we got in those first few weeks was that OpenBlend makes it easier to have regular 1:1s that extend beyond the parameters of goal-setting and performance measurement. The platform helps managers and employees to structure conversations around the issues that matter most, which is very unique" says Charlie.

In addition, and as part of the roll-out, OpenBlend provided the Everybody Agency team with expert advice and how-to guides to complement a series of demos and training sessions that were delivered by Chelsea and Charlie.

The results

So we know that feedback was very positive, but how positive? At the point of implementation, Everybody Agency's eNPS score was 31. Three months after OpenBlend was rolled out this had risen to 50, and by the following quarter, eNPS had reached 58. **That's an uplift of 87% in the first six months.**

The correlation is clear, and Charlie cites OpenBlend as a key contributor: "We saw a huge jump in eNPS during that time and OpenBlend played a major part in that alongside our flexibility-first and work from

anywhere policies. Our people could see that we were investing in them and that's been reflected in our eNPS scores."

Charlie continued: "We now have a purpose-built platform that supports the individual's journey and experience of work - and that's exactly how it should be. It's also great to see people using it differently depending on their unique needs, wants, and circumstances."

Additional benefits:

An improved ability to recognise people in the moment

Consolidation of systems and cost-savings (Everybody Agency previously used Listen360 but now uses OpenBlend's Feedback module instead)

A marked improvement in the way probationary periods are managed (regular and effective 1:1s support greater clarity and ongoing two-way communication)

A tangible tool to support recruitment marketing



The Everybody Agency team reported an **87% uplift in their eNPS scores** within the first 6 months of implementing OpenBlend.





“During my time at Everybody, I’ve found the OpenBlend platform to be a useful tool for logging my objectives and actions before discussing with my manager on a regular basis. In particular, I’ve that found the motivators section is a great way to reflect on areas that I wouldn’t normally think about. Returning from maternity leave at the beginning of the year, it was great to be able to log back in and see where I was in terms of progression and objectives. I was easily able to reactivate some of them and make some updates while creating new and relevant objectives.”

Annael Dupont, Paid Media Analyst, Everybody Agency

OpenBlend provides me with the tools I need to have more meaningful conversations with my team. It not only offers a structured way to record progress against deliverables and create clear development paths, it also provides a framework to have open and honest conversations about people’s overall wellbeing. As a people-focused company, it’s incredibly important that we balance our employees’ general happiness with maximizing their performance. OpenBlend has helped us achieve that by moving away from annual appraisals and “performance management” and replacing these concepts with continual coaching and high-quality conversations which encourage people to reach their full potential.

Stephanie Preyer, Senior SEO Director

Develop

So what’s next for the partnership? Charlie explains that Everybody Agency will be doubling down on development over the next year and beyond:

“We’re committed to building a culture of continuous development because we want to ensure that our people always have the opportunity to improve in their current role and work towards promotion.

Charlie explains “To support these plans, we’ve recently added **OpenBlend’s Develop module**, which will bring all aspects of development planning into one place – and in a way that tailors competencies, ensures clarity, and tracks progress. We’re very excited to see that come to fruition.”

To learn more about OpenBlend, [get in touch](#) with our team or book your demo [here](#)

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