

# R<sup>2</sup>

DATASHEET

## Know Your People.

Get immediate, AI-driven and actionable insights into the state of your workforce dynamics and culture for fundamentally better decision-making.



**RSquared is a cloud-based platform that securely analyzes employee attitudes and interactions of target companies through their emails, messages, and other digital communications using artificial intelligence (AI) and natural language processing (NLP).**



### **Wondering if your remote workforce is fully engaged?**

Ensure remote workers are productive and engaged with all co-workers globally.



### **Diversity is easy to measure, inclusion is not.**

Measure inclusion precisely — and track it over time — with RSquared.



### **Rightsizing your workforce?**

Make smarter, data-driven retention decisions that minimize disruption to your organization.

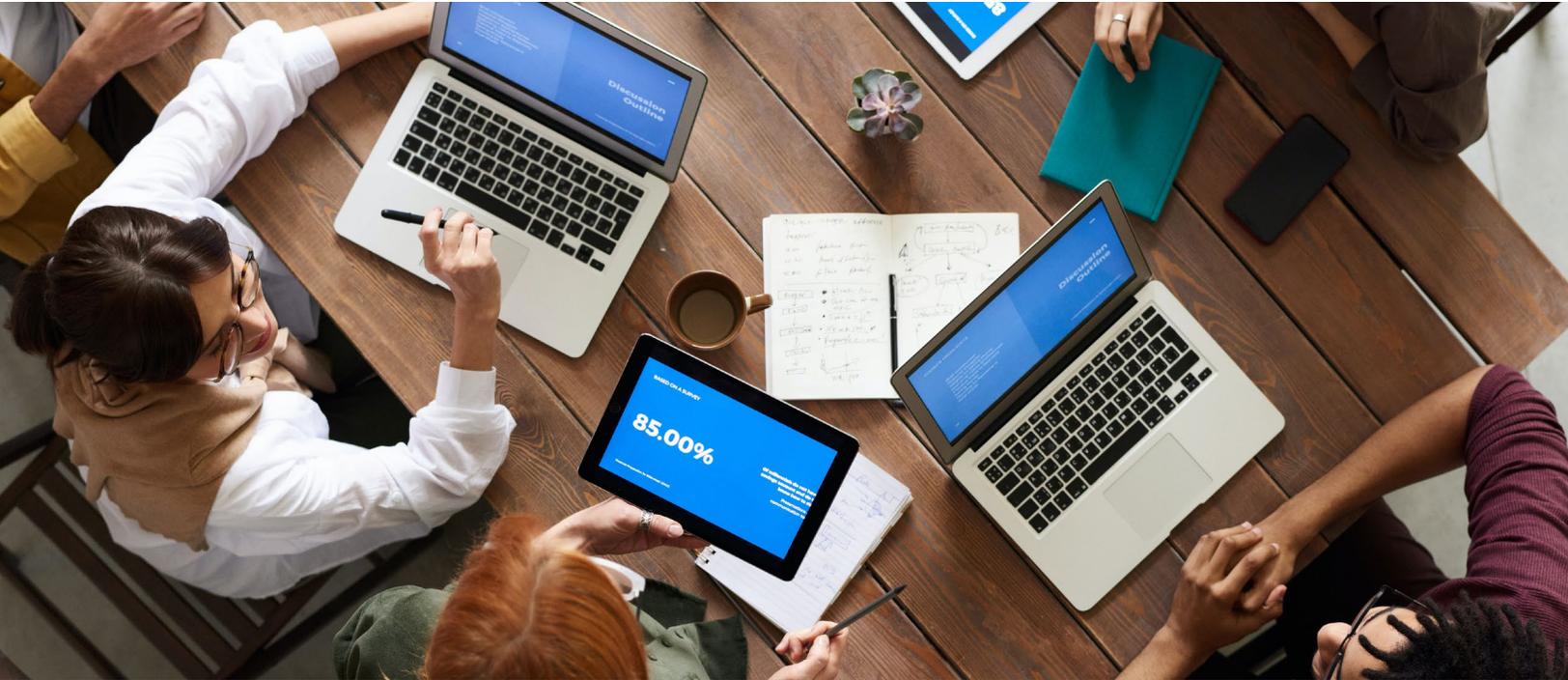


### **Acquiring a company?**

Perform rigorous due diligence with RSquared to ensure cultural compatibility with your people.

## CUSTOMER CHALLENGES

Disengaged employees, or worse, a toxic work environment, can expose your business to risks ranging from poor financial outcomes, to poor customer service, to costly litigation. Traditional surveys in which employees self-report attitudes and behaviors are expensive, time-consuming, and not accurate. Engaging outside consultants to perform studies is an exorbitant and disruptive endeavor that delivers uneven results. Such methods not only fail to identify potential problems, but also to distinguish those high-performing individuals or groups who are especially valuable to the organization. This lack of visibility cripples the ability of management to make important strategic decisions that ultimately impact the bottom line.



## ABOUT R2

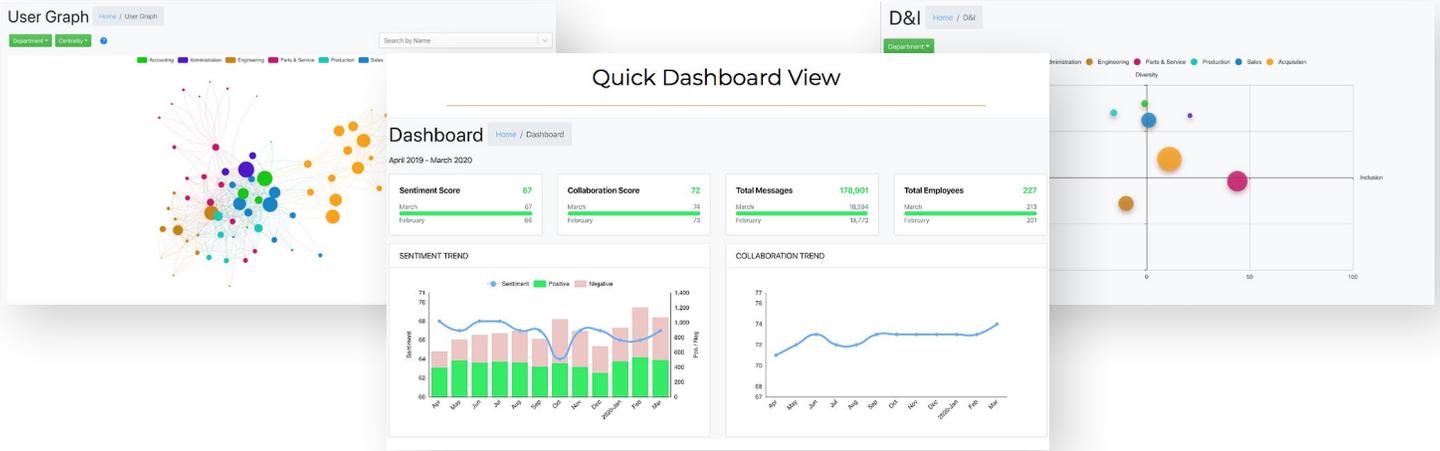
RSquared is a workforce intelligence platform that assesses the cultural health of your business by analyzing the digital interactions of employees.

You get real-time clarity — backed up by data — into how your employees are feeling, how they treat each other, and how well they work together. It identifies your most valuable workers, shows how efficient, productive, and collaborative your organization is, and precisely tells you how well your diversity and inclusion (D&I) initiatives are progressing.

RSquared goes beyond flat mapping of email trails to understanding the content and sentiment of employee online communications:

Corporate email, Slack, Office365, G Suite, Microsoft Exchange, Bloomberg, and more. Using artificial intelligence (AI) and natural language processing (NLP), RSquared measures nine key emotional attributes, including overall sentiment, centrality, collaboration, inclusion, joy, frustration, disillusionment, fear, and anger. It lets you track how well aligned your employees are with corporate goals, actions, and aspirations over time, drilling down as needed to get actionable results in hours, not weeks or months.

The platform conforms with global industry-leading security and privacy standards to ensure the safety of your employee data.



## HOW IT WORKS

Because RSquared is 100% in the cloud, there is no technology overhead. A 15-minute set up call with an IT admin is all that is required for set up. We connect to your email and messaging systems and to your HR and directory services. Within hours, you have a dashboard that graphically displays the state of your culture. You can see the general attitude of your workforce — are they content? Restless? Engaged? — and drill down to the group and individual level. In these days of working from home, you can tell which remote workers are fully engaged, and which need some help coping with the new distributed work environment. You can see toxicity as well as goodwill in action. You can view how organizational changes — a new executive, a reshuffling of departments — have impacted employee morale. You can identify roadblocks to productivity and efficiency. And you can determine who the true leaders of your organization are, and who is truly central to the success of your business.

## KEY BENEFITS



**Evaluates employee attitudes utilizing over 100 attributes**



Eliminates the need for manual surveys of employee satisfaction



**Delivers compelling ROI**



Is completely invisible and non-disruptive to the workforce



Delivers insights within hours that would otherwise take months



**Evaluates employees sentiment across nine different emotions**



Initiatives root out toxic attitudes and communications



**Consumes zero IT overhead**



**Possesses comprehensive, built-in security**



Drills from enterprise view down to individual employee level



**Displays trends over time to track effect of milestone events**



Identifies best practices and high-performing employees and teams

## HOW R2 CAN HELP

The RSquared platform can be useful to modern businesses of more than 250 employees in numerous ways:



### Diversity and Inclusion initiatives:

Know immediately how inclusive your employees are with each other, or with those who are different in some way. Identify toxicity before it becomes a problem. Comply with internal or regulatory mandates.



### Employee engagement and satisfaction measurements:

Engaged and happy employees are loyal, contribute more, and add more value to your business. As many studies have shown, engaged employees drive higher overall profitability.



### Productivity and efficiency metrics:

How efficiently does your organization operate? Do the right people communicate with each other? Are there bottlenecks? Do you see some departments operating at peak efficiency while others lag? The R2 platform can answer these questions and more, helping you understand how to fine tune your organizational structure and processes.



### M&A and Private Equity:

Gauge the employee health of a target company during the due diligence period, before a deal is signed, dramatically reducing risk.



### Customer-facing employee attitude assessment:

The employees who directly support or service customers are the face of your business. Their attitudes and behaviors matter. Get real-time insight into the sentiments of your customer-facing workers to ensure that your customers are receiving best-in-class service.



### Succession planning:

Replacing a manager or a top executive can be challenging. You need to choose someone with the right leadership skills, but also the right domain expertise to move your organization in the right direction. Get immediate illumination of candidates strengths, weaknesses, and attitudes to reduce the risk of making a costly error.