



RETENSA

The World's Employee Retention Experts

PRESS KIT

AT A GLANCE RETENSA

FAST FACTS

<i>Founded</i>	1999
<i>Headquarters</i>	1180 Avenue of the Americas, 8 th floor New York, NY 10036
<i>Website</i>	www.retensa.com
<i>Who We Are</i>	Talent Management Experts + Employee Experience Software
<i>What We Do</i>	Retensa unlocks the insights hidden in workforce data. Organizations use Retensa's suite of predictive analytics tools to get actionable business intelligence that helps to attract, motivate, and retain employees.
<i>Industries Served</i>	Aerospace Biotechnology Construction Distribution Manufacturing Pharmaceuticals Professional Services Retail Technology Telecommunications Transportation

COMPANY OVERVIEW

Retensa is the leader and innovator of data-driven Employee Retention Strategies. They integrate organizational science and online technology with a company's corporate culture to create real-world talent management solutions.

Retensa captures the power of the data hidden in a workforce. With connected and contextualized intelligence, Retensa helps organizations reduce employee turnover and retain top talent ensuring that the company and its people succeed.

SERVICES

- [Cost of Turnover Audit](#)
- Executive Coaching
- Leadership Training Programs
- Mergers & Acquisitions Transition
- Mentoring Programs
- Performance Management
- [Retention Diagnostic](#)
- [Retention Skills Training](#)

CLOUD SOFTWARE

- ExitPro® [Exit Interview Management](#)
- HRMetricsPro™ [Talent Analytics Suite](#)
- TalentPulse® [Real-time Employee Experience Platform](#)
 - Candidate 360, New Hire Survey, Engagement, Stay Interviews, Diversity Survey, Training Evaluations, etc.
 - 360 Degree Feedback/Upwards Evaluations



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AT A GLANCE RETENSA

Retensa is a thought leader and global expert in Employee Retention, Predictive Analytics and Workforce Technology.

As the first "Retention Think Tank", media that recognized Retensa's expertise include:

**Pharmaceutical
Executive**

The New York Times

**THE
WALL
STREET
JOURNAL.**

abc NEWS

HRMagazine

CRAIN'S
NEW YORK BUSINESS

Forbes

**Bloomberg
Businessweek**

AICPA
American Institute of CPAs®



AP



atd Association for
Talent Development

**WORLD
POLICY
INSTITUTE**

**NY
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OUR VISION:

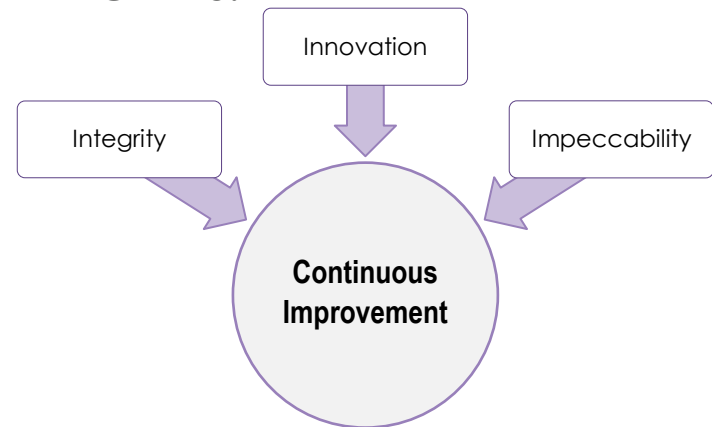
To create workplaces where every employee is engaged by what they do, and inspired by who they work for.

The employee-employer relationship changed. The previous models of talent management no longer apply. Due to social and economic shifts, today's workforce has different needs, wants, and expectations than just a few years ago. Whether we agree or not, this new breed - the Emergent Workforce - crosses all ages, races, genders, and geographies, and transforms how organizations attract, motivate, and retain top talent. Retensa addresses this reality.

OUR VALUES:

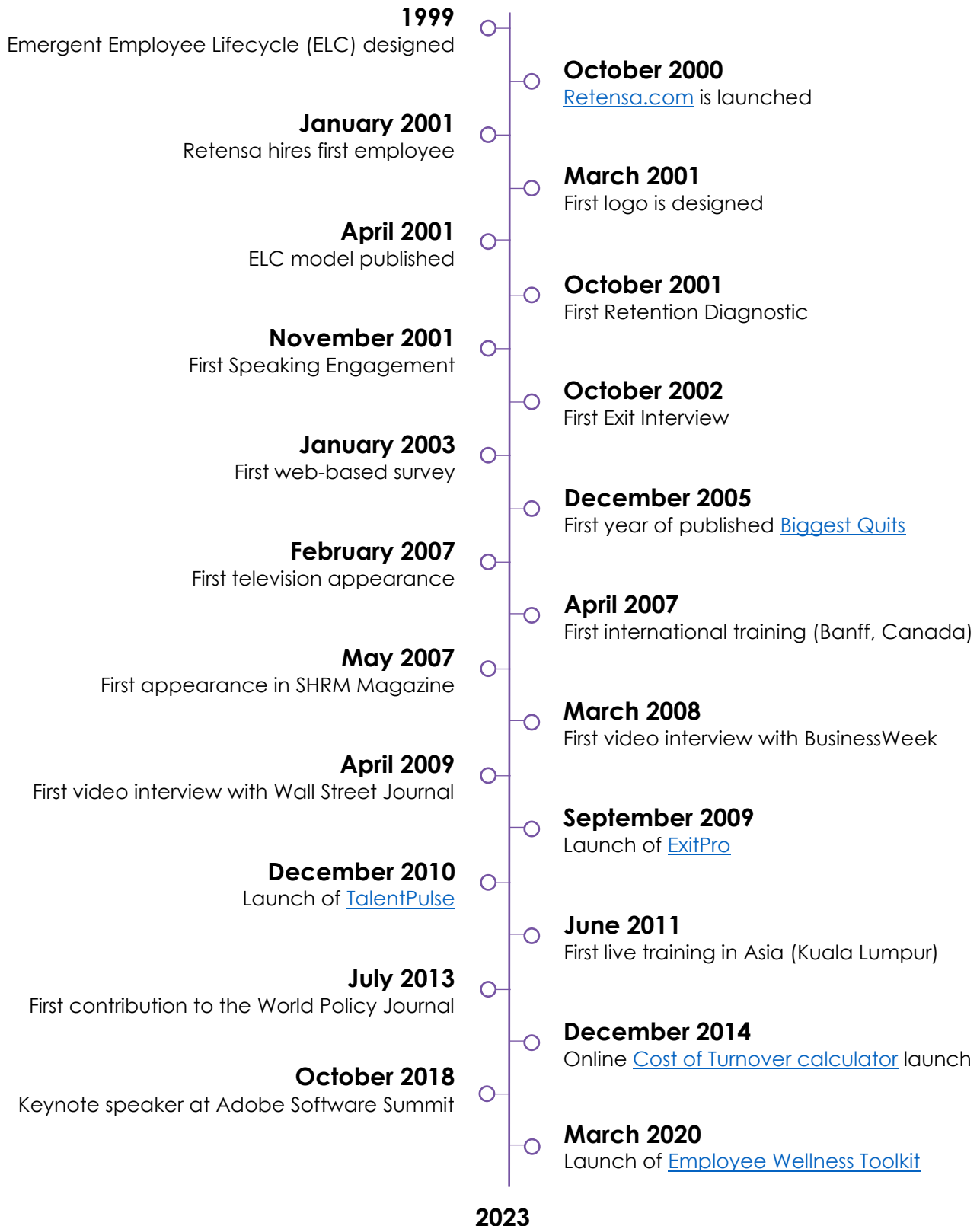


OUR PRINCIPLES:



We lead with Integrity, Impeccability, Innovation, and dedication to continuously improve.
For all employees, we provide respect, understanding, and a canvas of challenging and meaningful work on which to paint their career.

TIMELINE RETENSA



Retensa expands to 59th country and 21st language, hiring team members who work every day to create workplaces where every employee is engaged by what they do and inspired by who they work for.





[The Corporate Fitbit: Monitoring Your Company's Health, Turnover and the Employee Feedback Loop](#)

"[...] Chason Hecht is the CEO of Retensa, a company created initially to focus on identifying retention issues by diagnosing what causes the departures. Interestingly, Hecht started his career at a company where *no one left*, which gave him a unique perspective: Even now, turnover is not a given, especially for those people you really want to keep. [...]"

D!igitalist by SAP
Magazine

"[...] Retensa isn't just focused on people leaving. How do you discover what is causing turnover at a company?"

Turnover is a great indicator of the health of an organization. However, it's obviously a symptom, not the cause. To make a diagnosis, we look at what we call the Emergent Employee Lifecycle. It is not just about any employee's departure and the associated exit interview. We look at the sum of the moments of the employment cycle from beginning to end to monitor how each key milestone is handled – from on boarding and getting a promotion, to when someone is given a major project. [...]"

[One Downside of an Up Economy: Employee Turnover](#)

"[...] "It's the No. 1 issue for H.R. professionals," said Chason Hecht, president of Retensa, an employee retention consulting firm. Mr. Hecht said the problem was "pervasive across industries, but some are hit harder than others — like health care," which is scrambling to find and keep people to deal with an aging population. [...]"

The New York Times

"[...] "Everyone still wants to love and be inspired by their job," Mr. Hecht said. "What has changed is that people have a lower tolerance than ever if they don't feel fulfilled." [...]"

"[...] According to Mr. Hecht: "Bosses need to say, 'You tell me what quality of life looks like to you. You tell me if you're better off with a gym membership or a dog walker or dry cleaning. I can't give you all three, but I can give you one.'" [...]"

[How Low-Cost Perks Can Help Boost Employee Retention](#)

"[...] Meals—including breakfasts for team building and company-sponsored dinners to reward employees for working late—are low-cost perks suggested by Nadia Eran, talent management consultant for New York City-based employee retention consulting firm Retensa. [...]"

"[...] Eran also says firms can get good mileage out of granting employees unlimited unpaid vacation time. She isn't as favorable about unlimited paid vacation, and suggests firms encourage vacationing employees to ensure that work they would be responsible for will be completed in their absence. [...]"

"[...] However, if a business has a goal and asks employees which perks to offer, low-cost perks can be part of encouraging a more-engaged workforce.

"Every employee will appreciate that you asked them what they wanted and you gave it to them," Eran says. [...]"



[Healthcare agencies re-evaluate tactics to retain talent](#)

"[...] Da Yu, a talent-management consultant with Retensa Retention Strategies, favors more frequent surveys to monitor employee engagement. "We usually take a data-centric approach to employee retention," he explains. "We encourage a system that supports more frequent and brief conversations." To that end, his company has helped clients transition from an 80-question annual survey to a 10-question survey every month. [...]"

MM&M

"[...] "There's no one strategy for 5,000 people," says Yu. "Millennials may have very different opinions toward tech and work flexibility compared to baby boomers. [...]"

[Rethinking Retention](#)

"[...] Conventional wisdom says that Millennials won't stay loyal to one employer for long. Hecht, president and founder of human resource consulting firm Retensa, sees things differently.

"There's very little evidence that Millennials lack loyalty," he said. "What they lack is a tolerance for boredom. They lack a tolerance for discontentment, disengagement, for feeling disconnected from their peers, community, and society." [...]"

**JOURNAL OF
ACCOUNTANCY**

"[...]The next step, Hecht said, is to use the data you continually gather to plan ways to give employees what they value at different points during their tenure. "At each stage of the employee lifecycle your workforce is either being engaged and appreciated, developing trust in you—or they're not," he observed. [...]"

"[...] Your first step, Hecht said, should be to determine what aspects of your culture set you apart as an organization—"what you provide, where you excel in supporting, engaging, and delivering to your workforce," he said. [...]"

OTHER RETENSA RETENTION NEWS:

[Wall Street Journal](#)
[Retaining Top Employees in Tough Times](#)

[Footwear News](#)
[Tips for Managing Personnel Costs](#)

[Employee Retention News](#)

What is ExitPro®?



ExitPro automates an organization's Exit Interview program so leaders and front-line managers have real-time insights to predict and prevent employee turnover. The cloud-based Software as a Service (SaaS) platform streamlines the exit interview process, centralizes the insights and predicts turnover.

HR leaders get clear opportunities, possible weaknesses, and threats to retain top talent. Armed with real data, organizations can create a workplace where employees are engaged and inspired, because HR has the tools to measure, manage, and reduce costly turnover.

How does ExitPro do Exit Interviews better?



ExitPro is the easiest exit interview software to pinpoint and address the root causes of why employees leave. With the escalating cost of voluntary and involuntary staff turnover (aka "Attrition", or "Separations"), modern Talent Management teams need to:

1. Compare *Voluntary* and *Involuntary* employee separations
2. Capture the Top 3 reasons high performers give for separating
3. Track employee demographic trends in easy-to-understand graphs and charts
4. Manage ongoing correspondence between the organization and separating employees
5. Secure staff documentation for legal defense
6. Customize reports across departments, titles, locations, and business units
7. Centralize exit interview deployment in a fast and secure process to simplify HR effort

ExitPro was created so HR leaders could actionize responses without external consultants. Turnkey templates allow fast implementation from SMB's to global enterprises. Tested by Industrial/Organizational Psychologists and HR experts, the cloud-based software accelerates results by automating staff-based tasks that would take 100+ hours with traditional survey software.

What does ExitPro [Exit Interview software](#) provide?



ExitPro is a self-contained set of separation management and turnover prediction tools. Integrating with 19 of the Top 20 HRIS, Talent Directors streamline the entire separation process and analyze employees' reasons to leave, while ExitPro automatically:

1. Sends resignation letters
2. Emails exit interviews to separating employees in 15 Seconds
3. Informs management of all resignations
4. Displays dynamic turnover dashboards to HR, managers and executives
5. Delivers individual and rollup trending reports across titles, departments, and locations

What is TalentPulse®?



TalentPulse is the world's 1st "Touchfree" Employee Feedback Platform. TalentPulse provides quick and easy automatic survey deployment. By asking the right questions at the right time, leadership automates the actionable intelligence to affect real change in real time. It is a cloud-based Software as a Service (SaaS) platform that captures accurate employee insights at each stage of [employee lifecycle](#).

Why use TalentPulse?

Organizations spend a lot of time to make, build, load, test, send out and gather employee feedback. TalentPulse is the self-driving car of employee surveys. Now HR teams can spend time to develop their culture from results rather than waiting for answers. Organizations can:



1. Instantly gather feedback across Employee Lifecycle from Applicant to Alumni
2. Access red flags and outliers instantly using sentiment analysis
3. See Dashboard Analytics (data presentation, easy to interpret, understand and apply)
4. Get automated and real-time delivery of time-based reports "Direct-to-Inbox"
5. Benchmark individuals, teams, or divisions, using 360, Upward Evaluation success
6. Interface with almost any HRIS for real-time data updates

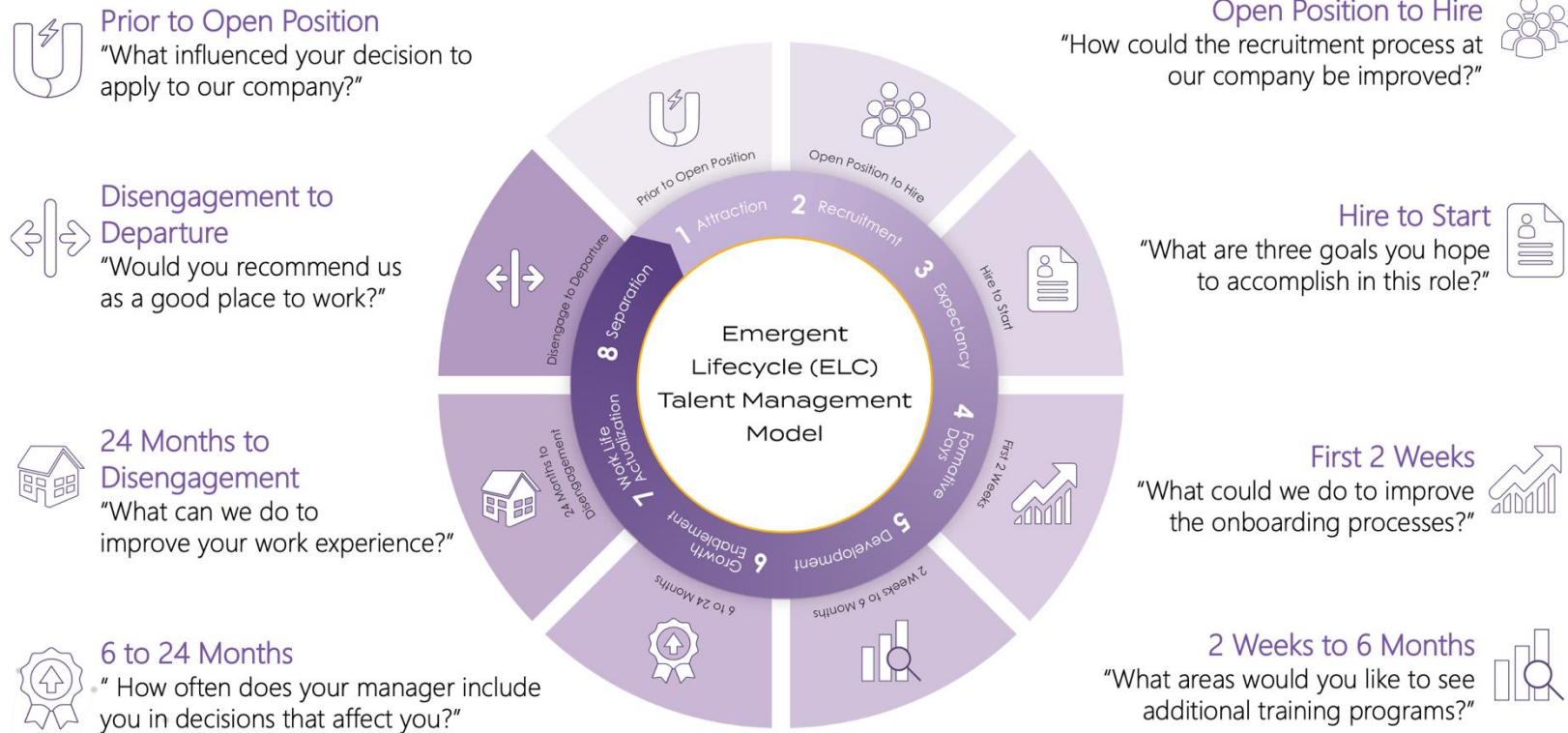
How is TalentPulse different from ExitPro?



ExitPro is a module of TalentPulse. ExitPro manages the *employee separation process* so that leaders can understand, track, and reduce employee turnover. TalentPulse captures employee's feedback *throughout* their journey in the organization. The idea of measuring annual "employee satisfaction" does not reflect the modern work environment. Rapidly changing "satisfaction" agents, and critical issues are lost if not pulsed regularly.

[TalentPulse](#) + [ExitPro](#) + [HRMetricsPro](#) are built to work together to flex to the ultimate objective...attract, motivate, and retain the best employees. This suite of tools mines the tapestry of data to predict and prevent breakdowns in the employee experience.

EMPLOYEE LIFECYCLE RETENSA



www.retensa.com | 212.545.1280

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The Emergent Lifecycle (ELC) is a framework to manage the ever changing or "emerging" employee.

There are a finite number of points of contact between the employee and employer. From pre-hire to post-separation, the ELC represents all experiences of an employee's relationship. Employers only have those points to attract, develop and motivate high-performing staff.

Talent Management success is achieved by reinforcing the moments that engage and inspire, while capturing when an employee is demotivated, and then finding and addressing those demotivators.

For More Information Contact: 212.545.1280

www.retensa.com



Central challenges Retensa solves:



- a. Attracting and retaining top talent
- b. Turnover in key positions
- c. Disengaged managers
- d. Lack of data to drive strategic workforce decisions

These challenges often appear as:



- a. Unproductive staff or low morale
- b. Missed deadlines, reduced quality, poor customer service
- c. Overspending, wasted investments, lost profits
- d. Damaged product/service/company reputation

Challenges are solved by:



- a. Data mining for hidden workforce issues
- b. Predicting commitment, performance, and turnover
- c. Installing real-time software to monitor vital signs (TalentPulse)
- d. Promoting strengths and best practices
- e. Implementing real-world solutions for sustainable change

Typically the person who recognizes the problem is:



- a. CFO / VP of Finance
- b. COO / VP of Operations
- c. VP of HR, Talent, People and Culture
- d. SMB Owner
- e. Board Member

The industries that need these services most are:



- a. Professional Services (Accounting, Consulting, Engineering, Technology)
- b. Manufacturing & Mining
- c. Transportation, Warehousing, and Logistics

Keywords that highlight need for solution:



- a. Challenges with: Employees, Workforce, Managers, HR
- b. Issues around Hiring, Performance, Morale, Turnover
- c. Programs on Employee Surveys, Training, Metrics, Exit Interviews
- d. Events like Mergers, Acquisitions, Venture Capital, Expansion

As a business leader, how does Retensa help me?

- **Prioritize** workforce challenges
- Identify hidden organizational costs
- Leverage industry **Best Practices**
- Attract better quality candidates
- Accelerate new hire's **Ramp to Productivity**
- Improve employee-manager communication
- Establish key performance **metrics**
- Improve staff morale
- Expand the use of effective new **technology**
- **Engage** and **motivate** my people

What are the benefits to my organization?

1. Increased attractiveness and staff retention *without* salary inflation
2. Higher Return on Investment (ROI) of each employee
3. Aligned Attraction, Hiring, Motivation, Development, and Management Processes
4. Reduced short-term hiring and training costs
5. Lower long-term [Total Cost of Management](#) (TCM)
6. Distinction as an Employer of Choice

What are the benefits to our Employees?

1. Enhanced personal and professional growth
2. Increased value in, and understanding of, company programs and opportunities
3. Increased confidence in the company's commitment to their career and long-term success
4. Higher creativity and innovation to address key challenges
5. Improved work environment and quality of life
6. Improved inclusiveness and opportunity to excel within the organization