



# RETENSA

The World's Employee Retention Experts

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PRESS KIT

## FAST FACTS

<i>Founded</i>	2000
<i>Headquarters</i>	New York, NY
<i>Website</i>	<a href="http://www.retensa.com">www.retensa.com</a>
<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>What We Do</i>	Aerospace   Biotechnology   Construction   Distribution   Financial Services   Healthcare   Manufacturing   Nonprofits   Pharmaceuticals   Professional Services   Retail   Technology   Telecommunications   Transportation

## COMPANY OVERVIEW

Retensa is the leader and innovator of data-driven Employee Retention Strategies. We integrate organizational science, AI, and cloud technology with an employer's unique corporate culture to create real-world talent management solutions with impact.

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 organization and its people succeed.

## SERVICES

- 360 Degree Survey Programs (Staff + Manager + Leader)
- [Cost of Turnover Analysis](#)
- Executive Coaching
- Leadership Training Programs
- Mergers & Acquisitions Success Prediction
- [Retention Diagnostic](#)
- [Retention Skills Training](#)

## CLOUD SOFTWARE

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

[LinkedIn](#)[X](#)[Instagram](#)[YouTube](#)

# RETENSA AT A GLANCE

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

As the first "Retention Think Tank", Retensa's expertise has been featured by leading media outlets including:

Pharmaceutical  
Executive

The  
New York  
Times

THE  
WALL  
STREET  
JOURNAL

abc NEWS

HR Magazine

CRAIN'S  
NEW YORK BUSINESS

Forbes

Bloomberg  
Businessweek

AICPA<sup>®</sup>



AP



atd Association for  
Talent Development

WORLD  
POLICY  
INSTITUTE

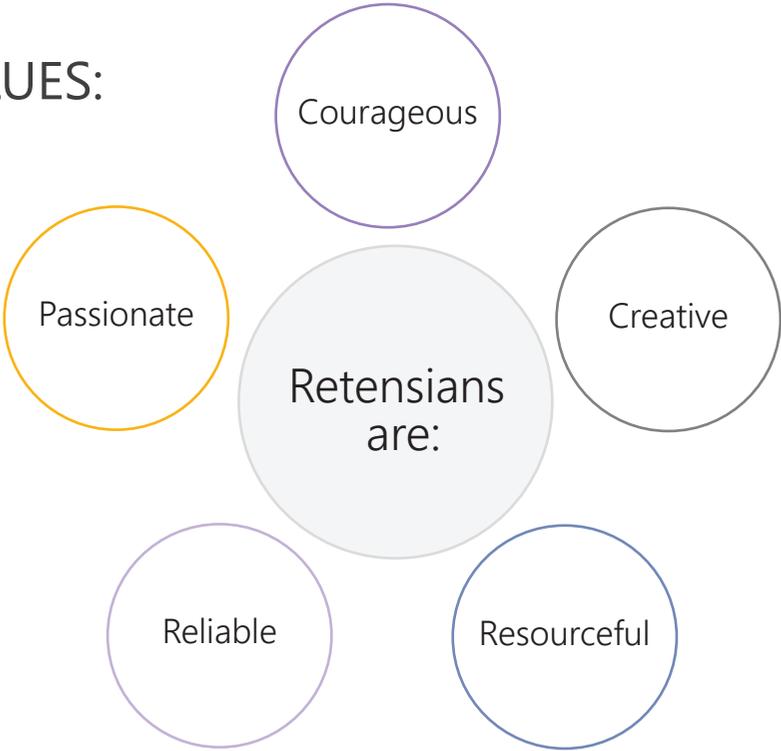
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## OUR VISION:

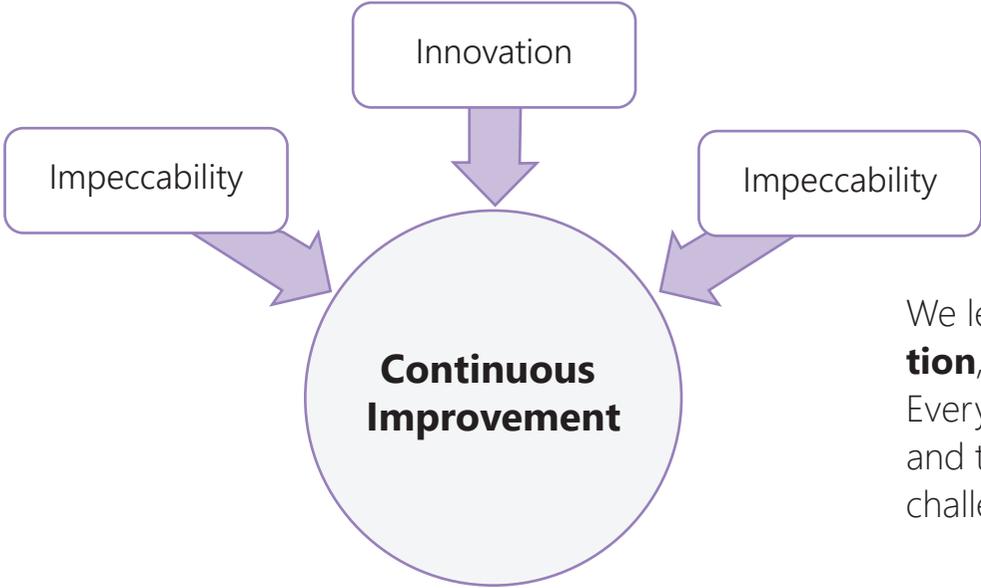
To create workplaces where every employee is engaged by what they do and inspired by who they work for.

The employee-employer relationship has fundamentally shifted, rendering traditional talent management models obsolete. Social and economic changes have given rise to the Emergent Workforce, a diverse, cross-generational group with new expectations and priorities that are reshaping how organizations attract, engage, and retain top talent. Retensa recognizes this transformation and delivers solutions that address the realities of today's workforce..

## OUR VALUES:

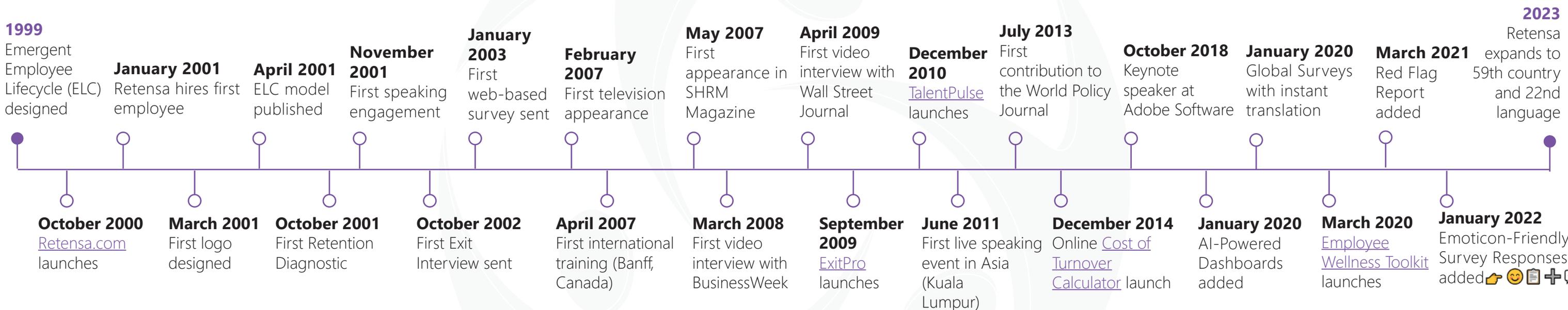


## OUR PRINCIPLES:



We lead with **Integrity, Impeccability, Innovation**, and dedication to continuous improvement. Every employee is met with respect, understanding, and the opportunity to grow through meaningful, challenging work.

# Retensa Journey





## **D!igitalist** by SAP Magazine

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

"Chason Hecht: 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 onboarding and getting a promotion, to when someone is given a major project."

## **The New York Times**

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

"(Turnover is) the No. 1 issue for HR professionals," said Chason Hecht, president of Retensa. 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. Everyone still wants to love and be inspired by their job. What has changed is that people have a lower tolerance than ever if they don't feel fulfilled. 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.'"

## **WSJ**

### [Retaining Top Employees in Tough Times](#)

"...After repeated rounds of layoffs, managers must focus on retaining and motivating those who are left over. Even in a bad economy, experts say the most talented workers always have options; retaining those employees can be critical to keeping the business on track during rocky times. Here are some dos and don'ts of retention, featuring Chason Hecht, president and founder of Retensa..."

## **JOURNAL OF ACCOUNTANCY**

### [Rethinking Retention](#)

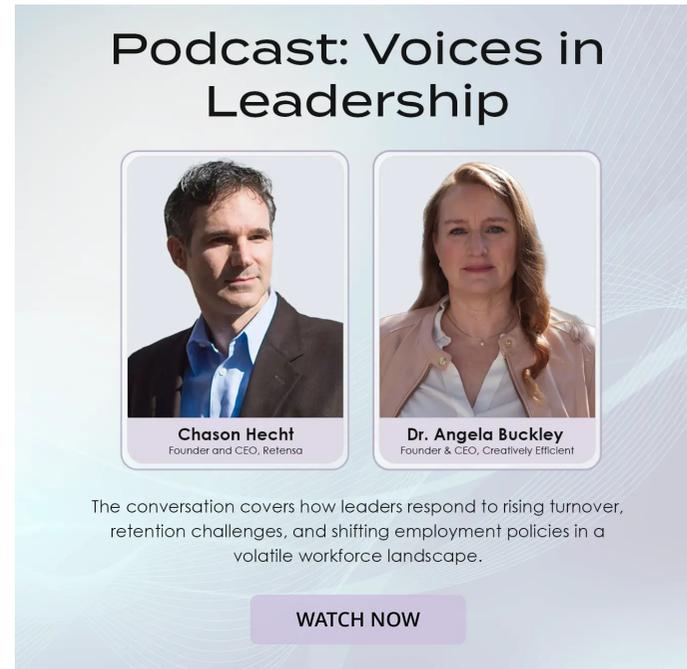
"...There's little evidence that Millennials lack loyalty. What they lack is a tolerance for boredom, for discontentment, disengagement, for feeling disconnected from their peers, community, and society. The next step is to use the data you continually gather to plan ways to give employees what they 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. Your first step 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."



### 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 employee retention consulting firm Retensa... Eran also says firms can get good mileage out of granting employees unlimited unpaid vacation time... '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.' ..."

## RETENSA BLOG [Retensa Employee Retention News](#)



**Podcast: Voices in Leadership**

**Chason Hecht**  
Founder and CEO, Retensa

**Dr. Angela Buckley**  
Founder & CEO, Creatively Efficient

The conversation covers how leaders respond to rising turnover, retention challenges, and shifting employment policies in a volatile workforce landscape.

[WATCH NOW](#)

### [Voices in Leadership Podcast: The Real Cost of Turnover](#)

Retention isn't about perks, it's about purpose. Hear Retensa's CEO, Chason Hecht, on the Voices in Leadership podcast with Dr. Angela J. Buckley. Chason shares how understanding microcultures can reshape employee experience and reduce turnover by up to 68%. He also dives into the silent threat of employee apathy, which he calls "Company Cancer," and shares why absenteeism and ghosting are symptoms of a disengaged workforce.



**Podcast: It's Not Rocket Science: Insights from a Leading Employee Retention Expert**

**What Really Drives Employee Retention?**

**Chason Hecht**  
Founder and CEO, Retensa

**Rob Levin**  
Chairman & Co-Founder, WorkBetterNow

Retention is not just about keeping people. It's about keeping the right people, in the right job, for your organization.

[WATCH NOW](#)

### [Great Talent, Great Business Podcast with guest Chason Hecht](#)

Most small and mid-sized businesses don't have a retention problem, they have a hiring problem. Tune in to hear Retensa's founder and CEO, Chason Hecht, discuss this critical insight. He talks about why retention isn't just about keeping people, it's about keeping the right people for your company's culture and stage of growth. Listen now to "It's not Rocket Science: Insights from a Leading Employee Retention Expert" with host Rob Levin.



**Do You Know Why Your Employees Join, Stay, and Leave?**

Use these Battle-tested Best Practices to Retain Top Talent and Create a Retention Environment

See Why This Retention Expert Swears by Exit Interviews

[WATCH HERE!](#)

### [Workforce.com Webcast "How Tech Can Stop Turnover for Small HR Teams" with Chason Hecht and Dana Small](#)

Workforce.com, one of the largest workforce software companies, invited Retensa to present 10 talent technology tips tailored for HR departments at small and mid-size employers. The collaboration featured Retensa retention experts Chason Hecht, CEO, and Dana Small, Director of Employee Experience, highlighting innovative tools and technologies that strengthen retention strategies for organizations with limited HR teams and talent management resources.

## *What is ExitPro?*

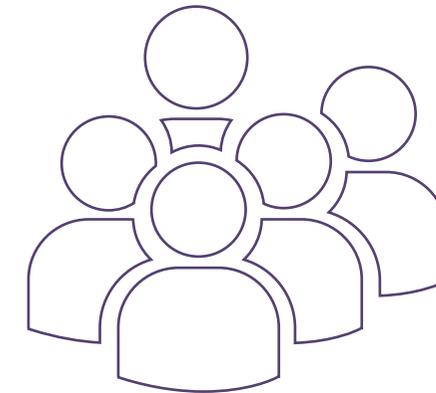
ExitPro is a Software as a Service (SaaS) platform used to predict and prevent employee turnover. It monitors 40+ retention and turnover metrics and automates any organization's exit interview process across 59 countries and in 22 languages. HR leaders and front-line managers get real-time action plans for real-world application. Executives gain clear visibility into opportunities, vulnerabilities, and retention risks. Backed by real-time, evidence-based insights, organizations can build a workplace where employees feel engaged and inspired, empowered by HR teams equipped to measure, manage, and reduce costly turnover.

## *How does ExitPro predict employee turnover?*

ExitPro uses over 20 years of proprietary machine learning to track shifts in workplace sentiment and economic trends. It starts by identifying the root causes of employee turnover. Then it combines employee feedback with metadata and market signals to calculate individual attrition risk scores. These scores roll up to reveal turnover risk by location, department, division, or region, giving HR leaders the insights they need to act with precision.

With the escalating cost of voluntary and involuntary staff separations, talent management teams need an easy way to:

1. Uncover trends in voluntary and involuntary employee separations
2. Identify the top reasons high performers give for separating
3. Track employee demographic trends in simple-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



## *What does ExitPro Exit Interview software provide?*

ExitPro captures the real reasons employees quit, without chasing paperwork or scheduling calls. It streamlines the exit process and delivers instant, data-driven insights that help HR leaders act faster and smarter.

### *ExitPro automatically:*

- 1. Sends exit interviews** to departing employees within 15 seconds
- 2. Analyzes feedback and displays dynamic turnover dashboards** for HR, managers, and executives
- 3. Delivers real-time reports** with trends by title, department, and location
- 4. Alerts management** to every resignation as it happens

ExitPro integrates with 19 of the top 20 HRIS platforms, empowering Talent Directors to predict turnover, improve retention, and make informed decisions with confidence.

## *What is TalentPulse?*

TalentPulse is a cloud-based Software as a Service (SaaS) platform that captures accurate employee insights across every stage of the employee lifecycle. As the world's first "touch-free" Employee Feedback Platform, TalentPulse enables quick, automated survey deployment. By asking the right questions at the right time, leadership can seamlessly gather actionable intelligence to drive meaningful change in real time.

## *Why use TalentPulse?*

Most organizations spend valuable time managing employee feedback processes. TalentPulse changes that. As the self-driving car of employee surveys, it automates the entire feedback cycle, delivering the right questions at the right moments. This frees HR teams to focus less on gathering input and more on acting on insights that strengthen culture and reduce turnover. Organizations can:

- 1. Capture feedback instantly** across the employee lifecycle from applicant to alumni
- 2. Identify red flags and outliers** with built-in sentiment analysis
- 3. View intuitive dashboard analytics** that are easy to interpret and apply
- 4. Receive automated, real-time reports** delivered digitally via email or SMS
- 5. Benchmark individuals, teams, or divisions** with 360° and upward evaluations
- 6. Integrate seamlessly with most HRIS platforms** for real-time data syncing

## *How is TalentPulse different from ExitPro?*

ExitPro is a module within TalentPulse that streamlines the employee separation process, giving leaders the clarity to understand, track, and reduce turnover. TalentPulse captures employee feedback throughout the entire lifecycle, moving beyond outdated annual satisfaction surveys. In today's dynamic workplace, engagement drivers shift rapidly, and critical issues can be missed without continuous feedback.

This integrated suite is built to help organizations attract, motivate, and retain top talent. By analyzing patterns across the employee journey, these tools surface predictive insights and help prevent breakdowns in the employee experience – before they happen.

## *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