



## Salesforce amplifies employee engagement with Summery's AI-powered apps.

### Client Challenge

Salesforce (SFDC) is seeking to deepen and extend its employee engagement experience by offering a truly personalized approach to social impact participation. And in today's virtual environment, they needed a fully online solution.

### Why Summery

Summery's AI-driven apps are based on a proprietary 3,500-word dictionary of social impact values developed by our team of behavioral, cognitive, data, and computer scientists and tested in more than 40 countries. By leveraging machine learning and Natural Language Processing (NLP), Summery offers the only 100% virtual, open-sourced employee engagement option.

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### Deployment Plan

Salesforce's Culture & Innovation team ran a pilot with Summery's primary social engagement measurement tool (an earlier version of) The Kind Quiz®. Based on positive feedback, Summery was invited to participate in a 22-city global Ohana tour, deploying The Kind Quiz in each city to localize the social impact engagement of team members. Summery executives were tapped to travel on the worldwide tour, delivering the quiz along with a customized Kindness Kit for in-person social impact team building.

Due to the pandemic, the 2020 Ohana tour was postponed to 2021. Summery is again invited to participate in the global tour. In addition, SFDC's employee engagement team has retained Summery to personalize the giving experience of employees by leveraging our proprietary database of nearly 10,000 social impact activities. These social impact opportunities include TEDTalks, topical articles from the global publication *The Conversation*, and giving opportunities from global nonprofit organizations.