



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, including localization, to encourage social impact participation. In addition, SFDC seeks to align individual participation with each employee's annual goals.

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.

Summery leverages machine learning and Natural Language Processing (NLP) applications, including Zero Shot Learning, a deep learning application, for highly personalized, values-based matching.

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, SFDC's culture & innovation unit is now building on the initial pilot and partnering with the company's employee engagement team to personalize social impact opportunities for employees. In particular, individual engagement activities will reflect the residence of each employee at the country, state, and city levels to provide a localized experience.

Via a custom database that leverages Summery's proprietary database of more than 20,000 virtual activities, we are delivering SFDC employees individually-curated giving, volunteering, and learning activities. Most important, these opportunities are dynamic, responding to changes in the employee's personal and professional goals.

Personalized Social Impact Engagement

Summery has developed a truly personalized experience for Salesforce employee engagement, including:

- A SFDC-specific quiz, including white-labeling.
- Cause selection aligned with the United Nation's Sustainable Development Goals classification system.
- Hybrid database using Summery's open source database of more than 20,000 social impact activities, as well as SFDC's own volunteer opportunities.
- Web, email communications, and social media campaign templates.
- Tracking and monitoring campaign participation via a set of Kind Quiz KPIs and metrics.
- Providing data analytics to engagement executives to data-curate additional campaigns.
- Activating employee cohort values through a Summery donation to a nonprofit organization representing the collective values of SFDC employees.

Next Steps

Within weeks of the SFDC-Kind Quiz launch, Summery behavioral and data scientists will analyze the engagement data to create a 15-20 page Summery® Report. These findings will be used to set a baseline in which to measure the impact and performance of future employee engagement programs.

Throughout 2021, Summery is working with multiple internal Salesforce teams to curate ongoing values-based employee engagement and culture programs. In partnership with SFDC, we look forward to sharing our learnings with the wider Corporate Social Responsibility (CSR) community through a series of jointly published webinars and white papers.

Client Testimonial

"Seeing the giving personalities of our teammates and the data-driven donation representing their collective values was not only insightful but also a fun way to engage our team."

—Alana Shain, Director of Culture & Innovation, Salesforce

To learn more about how we can help you leverage the power of AI to optimize your employee experience, contact Erin Michelson, Summery Founder + CEO at erin@summery.ai.