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Case Study.

DYNAMIC CORPORATE CITIZENSHIP STRATEGY

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Summary

How Mogl leveraged quantitative and qualitative data showcasing improved employee engagement through a modern corporate volunteering platform.

Increase Employee Engagement

Improve Employee Retention

Provide a sense of Fulfillment and Value

EXECUTIVE SUMMARY

Mogl is one of the leading restaurant rewards applications, connecting local business to their community, and granting its users the opportunity to earn cash back. Since adopting the InvolveSoft platform, Mogl's goal has been to support their Culture and Engagement program - a program which aims to recruit Millennial talent,while engaging employees to live their life with purpose and a drive to help bring a positive impact on society.

The Procedure and Onboarding sections define how Mogl accelerated their employee engagement through various approaches. The Performance Metrics section illustrates how Mogl's adoption of InvolveSoft has successfully allowed them to recruit and retain top Millennial talent.

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Understanding Mogl

Defining Value

Technology companies face great challenges when it comes to attracting talent, engaging employees, and avoiding excessive turnover. Sustaining millennials and a diverse organization has been a fundamental ingredient to Mogl's success.

The Millennial Paradigm

Millennial's are known to be the cohorts that are most likely to switch jobs and are the least engaged generation in work. Serving snacks or providing pre-established sustainability practices have failed to attract a cohort that is obsessed with personalization. If the approach to these initiatives do not maintain a level of flexibility in terms of capturing the workforce's attention, employees will grow tired and will disengage from the company.

Key Players

Jaclyn, the Mogl principle running the culture and engagement program, emphasized establishing an innovative culture and engagement program. She said one of top management's primary objectives was to be flexible with ever changing employee and company community goals. They wanted an initiative where the company and employees could actually feel the impact of giving back to their community. An initiative that leveraged qualitative data of how employees feel about the community goals, while also reaching specific quantitative goals.

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Startegy Execution

Understanding that Millennial employees are a promising asset in today's workforce, Mogl has made an effort to making sure each employee is valued and encouraged to engage in positive ways.

Most of Mogl's employees are full-time individuals dedicated to helping the company grow. These employees are concerned in various aspects of their community, which plays an important role in terms of aligning their needs with Mogl's objectives. For remote employees, InvolveSoft has an easy and quick solution that increases engagement. Users are granted the option to sign-up for volunteering opportunities via text, email, and popular chat tools such as Slack and Microsoft Teams.

The importance of understanding the employee's community objectives is fundamental. During the InvolveSoft onboarding process each employee was asked to pinpoint the type of causes in which they were interested. For example: hunger, community and youth, human rights, arts and culture, homelessness, housing, etc. Once the onboarding was completed, the admin was able to oversee which causes their workforce truly valued, and adapt to company community goals to increase employee engagement.

Internal & External Recognition

In addition to leveraging internal recognition among employees and departments, individuals feel an even stronger bond when they receive recognition from their external peers. This includes an outward effort of engagement by employees. While most possess a computer and phone, external engagement is encouraged, in order for employees to feel a sense of value and belonging.

Onboarding

Building a strong corporate culture through volunteering requires the collaboration and coordination of employees across multiple levels of the organization.


InvolveSoft has helped Mogl champion full participation in the program by booking volunteering events according to company community objectives.

Mogl took advantage of InvolveSoft's RSVP Reminders, which allowed them to easily spread awareness of upcoming volunteering opportunities. In turn, this allows for a paperless invitation with just a simple click.
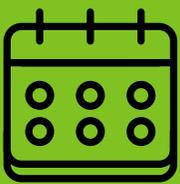
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For Example

Let's take a closer look at the an event example where Mogl collaborated with employees at different levels of the organization.
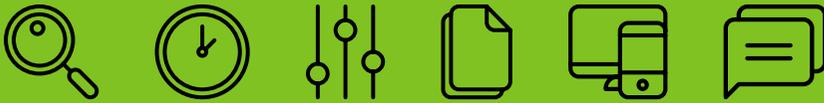
Urban Angels and PATH San Diego

Mogl aligned their culture and engagement program objectives with those of their customers. As a result, Mogl coordinated an event with Urban Angels and PATH San Diego to help participate in a food bank volunteering event. During their experience, employees from different levels and departments bonded for a day to give back to their community.

Date of volunteering event: March 1, 2017

Results

Quantitative Analysis

Jaclyn, Mogl's admin for employee engagement and retention, took the lead of managing the event with Urban Angels and PATH San Diego. Through InvolveSoft's seamless one-click invitations, Jaclyn was able to effortlessly:

60	40	32
People Where Invited	RSVP'd	Employee Attendance

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Quantitative Results (cont'd)

138
Plates Served

mogl

72
Individuals
Helped

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> # " EMPLOYEES FROM ALL DEPARTMENTS TALKED AT LENGTH ABOUT THE VOLUNTEERING EVENT AND WERE EAGER TO PARTICIPATE AGAIN. "

JACLYN KINNON

Startegic Partnerships Manager of **Mogl**

Results

Qualitative Analysis

In addition to having full commitment amongst their employees, volunteering experiences are a powerful way to leverage qualitative data in regards to how employees perceive Mogl's culture and engagement program.

"Great organization. Organizers were kind, inspiring. Loved serving people in my community. I look forward to volunteering at PATH in the near future!" - **Employee**

"Great cause, amazing venue, and food was provided. That is what I call a win, win, win!" - **Employee**

"Great venue, great cause, amazing organization!" - **Employee**

"There was a pep in the steps of people the next day!"
- **Admin/Manager**

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Results
Human Resources - KPIs

To measure the impact of the InvolveSoft platform during the last 6 months, Mogl accounted results for three key performance indicators (KPI) in their Human Resources Department. Their research surfaced the following results:

+9%

**Talent ↑
Acquisition**

**Employee ↑
Engagement**

+87%

+28%

**Diverisity ↑
& Inclusion**

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Results

Marketing - KPIs

To measure the impact of the InvolveSoft platform during the last 6 months, Mogl accounted results for three key performance indicators (KPI) in their Marketing Department. Their research surfaced the following results:

+7%

Social Media Enagement ↑

Brand Sentiment ↑

+24%

+32%

Net Promoter Score ↑

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> "MOGL NOW HAS CRAFTED A VOLUNTEERING CALENDAR DESIGNED TO FULFILL THE COMPANY AND EMPLOYEE CULTURE NEEDS. EMPLOYEES HAVE FULLY ABSORBED INVOLVESOFT'S FUNCTIONALITY, ALLOWING THE COMPANY TO AIM FOR GREATER CULTURE AND ENGAGEMENT GOALS. IT IS ALSO KEY TO ATTRACTING MILLENIAL TALENT, BUILDING A FOUNDATION"

Conclusion

MAKE THE CHOICE FOR YOUR BUSINESS

Mogl stands as an example of a company that has already taken action to optimize their culture and engagement strategy through InvolveSoft's versatile volunteering and donation platform.

Their decision to collaborate with our employee engagement solution has leveraged the following:

1
Team building beyond the corporate structure

Many employees share the same community objectives without ever working together on a solution.

2
Dynamic volunteerism for adaptable engagement goals

Understanding the community goals of the organization and those of its employees establishes a middle ground that leverages high participation in the culture and engagement program.

3
Showcasing program success with feedback beyond the charts

Showcasing participation with actual group pictures and smiles, while also reaching quantitative goals is what makes InvolveSoft the "go-to" solution to tackle employee engagement.

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Employee enagement thourgh adaptable volunteerism

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