

SOFTWARE, MARKET INTELLIGENCE

Smaller companies often have incredibly strong bonds within the workforce — which can make layoffs especially stressful. How can a business without big employee numbers still offer high-value outplacement services and protect its people?

Answer: Connect with the right provider.

COMPANY INFORMATION

Industry: Market Intelligence
 Contact: Employee Engagement Leader
 Ownership: Private
 HQ: California
 Founded: 2005
 Worldwide Company Size: >500

"We are a small company, and we really know and care about each other. So, when remaining employees see that the company truly supported friends and colleagues with valuable tools during a difficult time, it feels good. It makes it easier to stay focused and get back to productive work. Providing outplacement to our employees shows that we do care about them all in a very material way."
 — Employee Engagement Leader

CHALLENGES

With fewer than 500 employees, one privately-held market intelligence firm maintains small company values and a tight-knit team feel — even while its solutions serve more than 20,000 clients worldwide. But that 'tight-knit team feel' presents a huge challenge in the face of a layoff. Whereas many small companies wade into the waters of a layoff without a safety net, this company saw the importance of providing a service that would help its transitioning employees stay afloat while they searched for new positions and buoy up the remaining employees to maintain productivity and retention.

SOLUTIONS

The firm's employee engagement leader had experience with outplacement, so she began her search for an outplacement provider by contacting several traditional companies. None, however, left her with a good feeling. After one company didn't even return her call, she began conversations with RiseSmart and was immediately impressed with the responsiveness.

"From the moment I engaged with Vince through the online chat on the RiseSmart website, it just felt like RiseSmart was moving quickly, ready and able to respond to our needs — no matter our size, I could tell this was a company that wanted my business and would support our goals as an organization."

She also appreciated RiseSmart's technology. Since both the firm and RiseSmart deliver SaaS solutions with built-in transparency and real-time reporting, and both shared that fresh, 'techie' feel, the partnership was a strong fit.

SATISFACTION SCORES



100% Overall satisfaction

99% Satisfaction with coaches

Average Time to Land: **42** days