

PENDO CUSTOMER STORY

How 15Five helps Pendo achieve world-class retention rates

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According to our VC's, our retention is 5x higher than most companies...Our attrition has been between 2-3% since we've started, and sometimes it goes lower.”



TODD OLSON
CEO

OVERVIEW

Pendo, the most comprehensive product experience platform, allows companies to put product at the center of everything they do. We help teams integrate product intelligence into their organizations to confidently innovate at the speed of changing user needs—taking the guesswork out of delivering the best product experiences.

Pendo combines powerful software usage analytics with in-app guidance and user feedback capabilities, enabling even non-technical teams to deliver better product experiences to their customers or employees. And through our Mind the Product and customer communities, we provide education, events, and training to support product and digital leaders everywhere.

INDUSTRY

Product analytics/product experience platform

BENEFITS

- Improved visibility into manager effectiveness and performance across the organization.
- High ROI as 15Five has served as an early warning indicator for internal roadblocks, people issues, and product opportunities.
- Improved performance measurement and execution.
- Increased levels of engagement leading to numerous culture awards and accolades.



People Challenges During Hyper-Growth

Pendo is on a mission to improve the world's experiences with software, and with each passing day, they grow closer to achieving it.

Before Pendo was the unicorn it is today with over 800+ employees across the globe, they hit a hyper-growth phase in 2017. With Series B funding, three new offices, a total of 90 employees, and the lofty goal to quintuple their headcount over the next few years, CEO Todd Olson wanted to gain better control over the direction of the company culture. Before the expansion into Pendo's new offices, he was able to gather a sense of the workplace

environment by walking through the space and taking time to speak with each employee. With a newly dispersed team, this tactic was no longer practical.

During this stage of the company, big management transitions were also at play as nine new senior leaders were brought on, from the VP level to the C-suite. These leadership shifts unveiled a gap in communication from top-to-bottom, and vice versa. Olson committed to finding a strategic approach to better unify his teams and design an intentional employee experience.



Leveraging 15Five to Improve Employee Experience

Pendo ultimately chose 15Five as their performance management platform to address the challenges posed by rapid expansion and distributed teams.

With the need to foster better communication and unify their growing workforce, 15Five's platform provided the means to gather valuable feedback, align employees with company goals, and cultivate an intentional employee experience, crucial for maintaining Pendo's exceptional growth trajectory and company culture. They now measure and drive engagement, retention, performance, and manager effectiveness through the platform.

Pendo has a core value around transparency, and they have found the check-ins to be an authentic way to connect directly with each employee. Olsen even invites everyone within the organization to both review and comment on his weekly check-in in 15Five.



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I see 15Five as a strategic way to get a good sense of the pulse. The effect of our change is much faster than waiting on the lagging indicators to occur.”

TODD OLSON

CEO



They have also transformed their performance management and feedback processes with 15Five, now consistently having record participation across the org as well as seeing an increase in percentage of their workforce being high performers.

With a combination of feedback and accountability, Pendo has been able to perform at an incredibly high level without sacrificing their award-winning culture.

The Role of Data and the People Team

Pendo now has a highly effective People team that is centered around leveraging data to improve the employee experience. 15Five has helped that function scale from tactical to strategic over the years and data is a big part of that. This is evident in how Pendo does everything when it comes to performance management from gathering data with engagement surveys, measuring performance with role-based competencies, to assessing manager effectiveness through the HR Outcomes Dashboard.

The Pendo leadership team regularly analyzes trends that occur by examining the data in 15Five each week. On Tuesdays, their VP of People Ops brings three common topics surfaced through the software.

One week during the leadership meeting, the team became aware of a trend regarding their product. While many of the bug charts that determine how well Pendo's software is performing showed no sign of any issues, 15Five was able to act as an early warning indicator. The issue remained hidden for a time, but the significance of its impact became apparent after it surfaced in the app. This internal data contributed to an agile decision that led to necessary product changes.

Managers as Key Drivers of Impact

Pendo is a great example of the fact that driving engagement, retention, and performance requires more than just a CEO or even an HR initiative. For Scott Morgan, Senior Director of People Growth, managers are essential partners to HR to make a significant business impact.

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We all know that HR can't impact engagement, performance and retention alone. We need managers to be a driving force of change. 15Five helps us connect the dots between our HR initiatives, manager effectiveness, and business results.”

SCOTT MORGAN

SENIOR DIRECTOR OF PEOPLE GROWTH



15Five plays a crucial role in enhancing manager effectiveness by providing a streamlined platform for regular check-ins, performance evaluations, 1-on-1s, and feedback loops. This enables managers to stay aligned with their teams, address challenges proactively, and foster a culture of continuous improvement, ultimately driving better engagement, retention, and overall team performance at Pendo

According to Olson, the continued use of 15Five over the years is “an important part of our culture,” and he urges that in order to gain the most value from the platform, you need to take immediate action from the data.



About 15Five

15Five is the performance management platform that drives business results. By continuously measuring the indicators of engagement and performance that matter most, 15Five helps HR leaders uncover risks of turnover, poor performance, and ineffective management before they impact the organization. 15Five’s approach provides HR with everything they need to achieve their strategic people objectives, and the data to tie those objectives to business outcomes. The platform combines 360° performance reviews, actionable engagement surveys, robust goal & OKR tracking, customizable manager training, and ongoing manager-employee feedback tools like weekly 1-on-1s and check-ins. Together, all of these enable HR leaders to deliver high engagement and performance within the flow of work, and empower their managers to drive change from the bottom up. 15Five is loved by strategic HR leaders, managers, and employees at over 3,500 companies, including Credit Karma, HubSpot, and Pendo.

For more information, visit www.15five.com.

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Pendo’s mission is elevating the worlds experience with software and we wanted our talent review platform to reflect that. We chose 15Five over other options because they provide an engaging and efficient user experience for managers and teams.”

SCOTT MORGAN

SENIOR DIRECTOR OF PEOPLE GROWTH



Pendo has consistently been named Best Workplaces 2017-2022, Best Places to Work 2018-2022, as well as Comparably’s Happiest Employees in 2022.