

unity



Impact Report

2023

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A message from our CEO.

Believing in the power of people has always guided my approach as a CEO. Over the past two decades, business has made great strides in optimizing and improving customer experience. Now the same approach must be taken for employees in order to combat the productivity crisis and keep our workforce engaged and effective.

Today's workplace is evolving rapidly. A new generation, shaped by the pandemic, is redefining what a fulfilling career looks like. They seek flexibility, purpose, and fulfillment. However, amidst these changes, we're seeing a worrying trend: a significant drop in employee engagement.

A recent Gallup report is startling – 59% of the global workforce is 'quiet quitting.'¹ This means over half our employees are disengaged at work and doing just enough to get by. Naturally, that has huge repercussions. Gallup estimates that it accounts for nearly 9% of global GDP – that's a \$8.8 trillion hit to the economy – and creates a barrier to addressing critical issues like climate change and gender equality.

When I chose to take on the role of CEO in mid-2023, I was in part fuelled by my recognition that the market was desperately in need of Unily's product. Companies around the world need to rethink and reimagine the ways in which they communicate with their employees to keep them engaged, innovative, and productive.

Employee engagement is of course a priority for Unily too. Our team of over 325 employees, spread across the UK, US, and APAC, faces the same challenges our product addresses. We're in a unique position – testing our product in-house; playing the role of both client and developer. We put our own employees at the heart of our innovations, ensuring our technology meets real human needs.

In 2023, we set a new strategic direction comprising five key pillars: alongside employee success sit customer success, innovation, growth, and sustainability. These aren't just buzzwords. They're interconnected paths to a more sustainable and impactful future for the company. For instance, our digital innovations

aren't just technological feats, they're steps towards a more sustainable planet; our emphasis on employee and customer success is a critical part of our social responsibility, and only through growth can we amplify our voice and lead the way to a more sustainable future.

Leadership is perhaps the area I see Unily having the greatest impact. It excites me that by standing up and voicing our commitment to sustainability, we can influence our clients and other businesses to follow suit. I find it highly motivating: we're not just creating market-leading products, we're driving change across our sector.

This impact report marks a significant milestone in that journey – it's a testament to

our journey so far and a blueprint for an exciting road ahead. It's been a privilege to take over the reins from our founders and to steer Unily into a new era of growth.

Together, we're not just building a successful business; we're shaping a future where employee engagement and sustainability are at the forefront.

Chris Ciuri
CEO



59%
of the global
workforce
is quiet quitting¹

Employee disengagement
is estimated to cost the
global economy
\$8.8 trillion²



When I chose to take on the role of CEO in mid-2023, I was in part fuelled by my recognition that the market was desperately in need of Unily's product. Companies around the world need to rethink and reimagine the ways in which they communicate with their employees to keep them engaged, innovative, and productive.

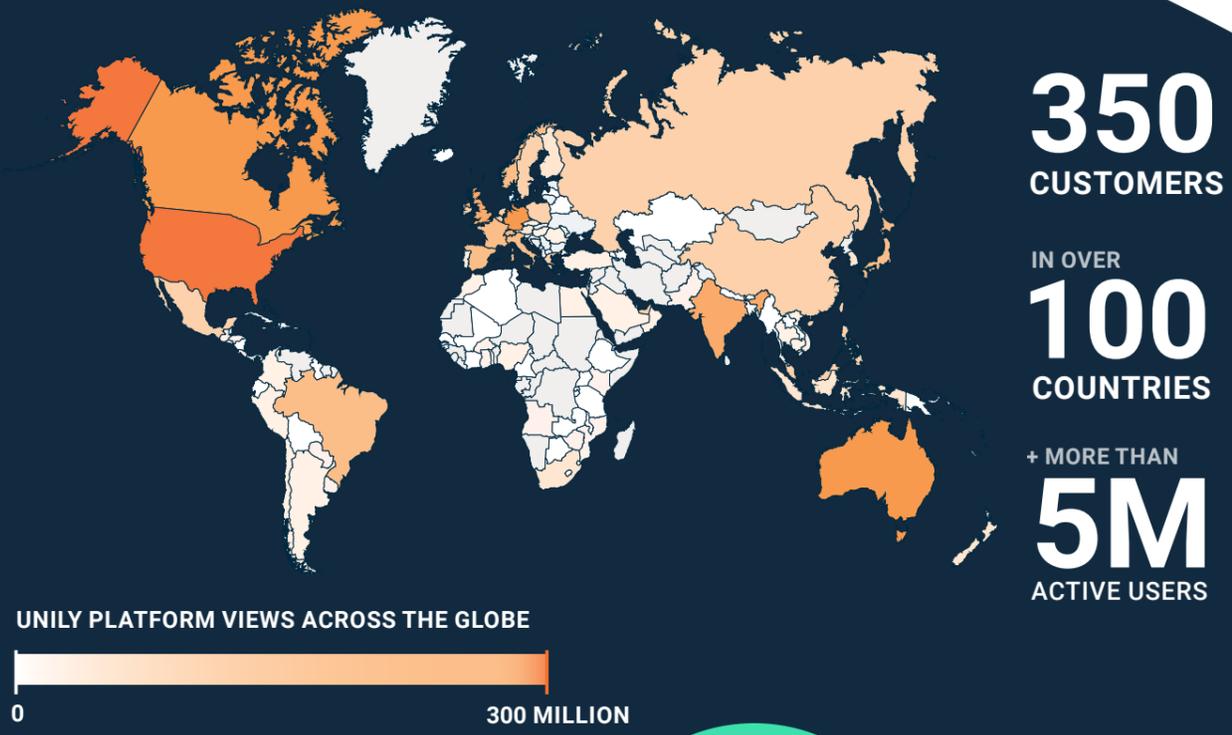


Introducing Unily.

FROM 2005 TO 2023, THIS IS UNILY AT A GLANCE.

Unily is a world-leading provider of employee experience platform that connects, informs, and unites enterprises. Our mission is to engage, empower, and inspire employees everywhere. Founded as Brightstarr in 2005, Unily has evolved into an international business with over 325 staff. Today, our clients include multiple global enterprises including The Estée Lauder Companies, Canon, Kerzner International, and Crayola.

Unily today



350
CUSTOMERS

IN OVER
100
COUNTRIES

+ MORE THAN
5M
ACTIVE USERS

OVER 325
STAFF
In the UK, USA and Australia

FOUNDED IN 2005
unily
Since 2018

Our history

- 2005 ● Brightstarr founded in the UK
- 2010 ● Launch in the US and APAC
- 2012 ● Godalming headquarters open
- 2018 ● Brightstarr becomes Unily
- 2019 ● Initial PE Investment
- 2021 ● EcoVadis Silver accreditation
- Investment from CVC
- First high-level carbon assessment
- 2022 ● Hired our first CRS apprentice
- Year 2 of EcoVadis Silver
- Hit 5 million product users
- 2023 ● Partnership with Trealor's
- Opened new London hub
- ESG Manager joins
- Launched partnership with Treadom
- First full carbon footprint analysis
- Chief Executive Officer joins
- Year 3 of EcoVadis Silver
- Hit £50 million in turnover
- Reached 325 employees globally
- Chief People Officer joins



An overview of 2023.

In early 2023, we hired our first ESG manager to lead our sustainability strategy. Here Jenny talks about some of the key highlights from her first year.

I joined Unily in March of 2023 at what was a pinnacle moment in the business's history. The company had recently raised substantial capital investment, and a change of leadership was on the horizon as our new CEO, Chris, joined just a few months later.

Prior to my arrival, Unily had no dedicated ESG resource but had made some notable gains in its commitment to sustainability. In 2022, the company hired a CRS Apprentice, Korben, from the UK's first cohort, achieved its first EcoVadis accreditation, and established a team of Mental Health First Aiders. However, the formal

creation of the ESG team this year has been critical in allowing us to push environmental stewardship and social value up the agenda.

A core focus of my first year has been to undertake a comprehensive assessment of our carbon footprint, setting a baseline from which we can mature. While attempts had been made previously, 2023 was the first year we were able to gather together enough data to achieve an accurate picture. There's still a lot to do in this area – as we outline in the Reaching Net Zero section of the report – and data processing will remain a key priority for the next few years.

When I started in the role, I was drawn to the challenge of carbon management within



It's been great to see the active support for sustainability across our leadership team and our investors. In September 2023, it was agreed that sustainability would be named as one of the core pillars of our business strategy, which has been a brilliant symbolic achievement.



Our material ESG topics

- **Net Zero:** To reduce our reliance on fossil fuels and prepare for a zero carbon economy.
- **People First:** Fostering a culture of employee well-being and work-life balance.
- **Community Impact:** Increase our community impact through thoughtful sector leadership, charity partnerships, donations, and volunteering.
- **Product Innovation/Security:** Best-in-class employee engagement experience, with industry-leading cybersecurity and ethical AI enablement delivering unrivalled value for our customers.

the digital sector. It's an area that is still in its infancy, but one that offers huge scope for positive change. Establishing Unily as a leader in this space was undeniably attractive and something we've already started to act on. In November 2023, I was able to support our investors in hosting a webinar, sharing guidelines on what companies in the SaaS space should be doing to manage their carbon footprints.

This of course coincides with a groundswell of change within our sector and business in general. More and more of our prospective customers are asking to see evidence of our commitment to sustainability and it's this business case for change that has really added momentum to stakeholder support.

In particular, it's been great to see the active support for sustainability across our leadership team and our investors. In September 2023, it was agreed that sustainability would be

named as one of the key pillars of our business strategy, which has been a brilliant symbolic achievement. Following this in November 2023, we further cemented this commitment by signing up to the SBTi goals, declaring our intention to reduce our environmental footprint.

Releasing our first impact report feels like a natural next step in our sustainability journey, and comes at a critical time when demand for transparency around this area is growing. The process itself has provided an opportunity for reflection; not only has it allowed our team to recognize everything we've achieved to date – like our community work and digital innovation – but also to set our sights on the future, to build motivation for what comes next.

I hope you enjoy reading about our efforts. Please [get in touch](#) if you'd like any further information.

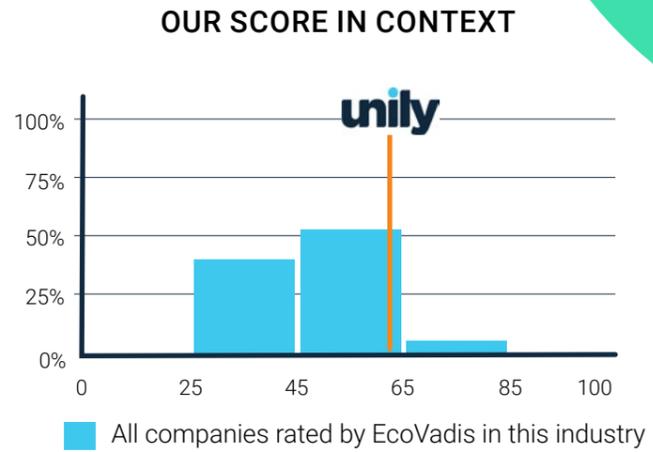
Jenny May
ESG MANAGER

EcoVadis.

EcoVadis is a platform that provides sustainability ratings and performance improvement tools for global supply chains. It evaluates companies' environmental, social, and ethical performance based on international sustainability standards and regulations. Unily achieved Silver in its initial assessment in 2021, placing us within the top 15-20% of companies; a grade we have retained in our subsequent audits.

THE ASSESSMENT PROCESS

The EcoVadis process involves completing a questionnaire covering various material sustainability impacts and providing supporting documentation to validate answers. Our answers are then collated and compared with all rated companies in the EcoVadis index within the previous 12 months to produce a comparable score.



BREAKING DOWN OUR RESULTS

The assessment looks at four core areas which are weighted dependent upon where the business' activities can have the most impact.

For Unily, Labor & Human Rights holds the most weight, while Sustainable Procurement holds the least, due to our limited supply chain. Each score is then mapped against the average

score of EcoVadis company assessments within that year.

In our 2023 audit, we were proud to achieve a score of 63/100, which placed us amongst the top 16% of all companies in the EcoVadis index. Between 2021 and 2023, we also saw two areas improve (Environment and Sustainable Procurement), while two remained the same.

The EcoVadis index in numbers¹⁸

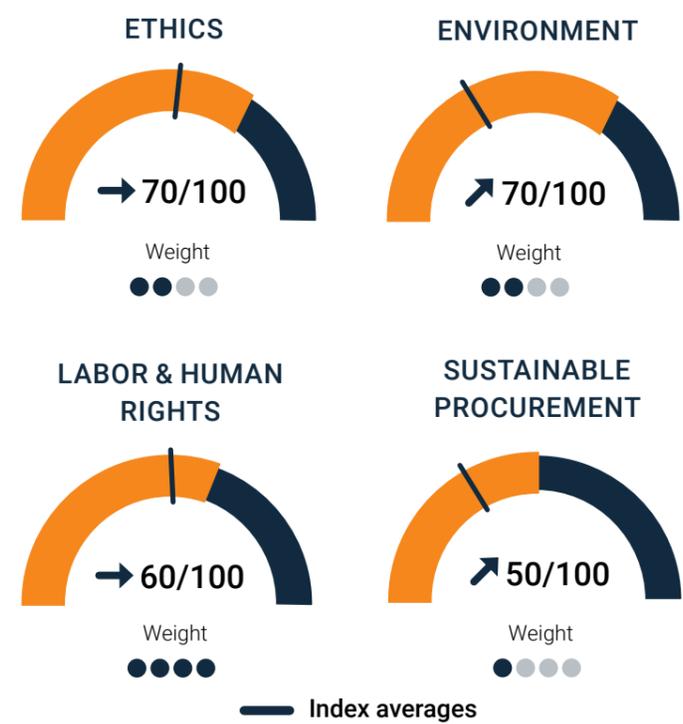
IN 2022

31,000+ companies assessed

62,000+ unique companies assessed between 2018-2022

The global average score was **50.3**

Representing **159** countries



OUR STRENGTHS

- ✓ Employee satisfaction survey and feedback
- ✓ Transparent hiring procedures
- ✓ Promotion of employee health and wellbeing
- ✓ Actions to promote inclusion for employees with disabilities
- ✓ Measures to reduce energy consumption, waste, and water
- ✓ High levels of information security management (ISO 27001)
- ✓ Comprehensive whistleblower process

THINGS TO WORK ON

- Improved reporting on environmental issues
- Improved reporting on any labor or human rights issues
- Documentation of ethics-based risk assessments
- Documentation of ESG targets and monitoring within our procurement processes



#1

Reaching net zero.

- A changing world
- Monitoring our emissions
- Our priorities for 2024

MEETING THE UNITED NATION SUSTAINABLE DEVELOPMENT GOALS

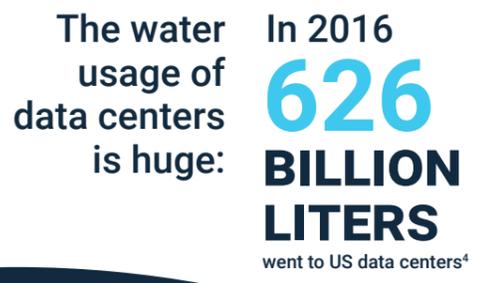


A changing world.

The future of our planet hangs in the balance and the digital sector has huge influence over which way the scales tip. While our collective impact on the environment grows, so too does the opportunity for positive intervention. The information below explores why it's so vital for companies in the digital space to recognize their responsibility.

A BIG FOOTPRINT...

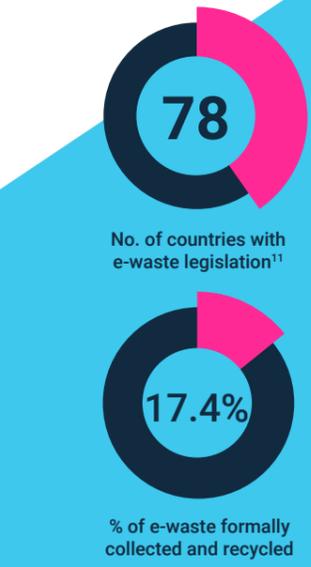
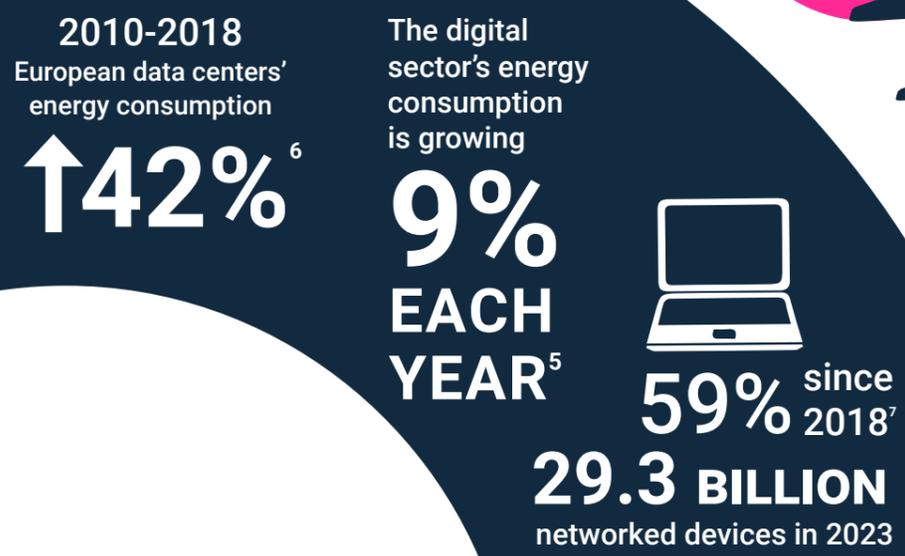
The tech sector is responsible for:



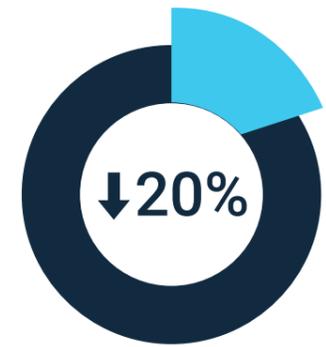
...AND A COLOSSAL AMOUNT OF WASTE...



...THAT'S GETTING BIGGER



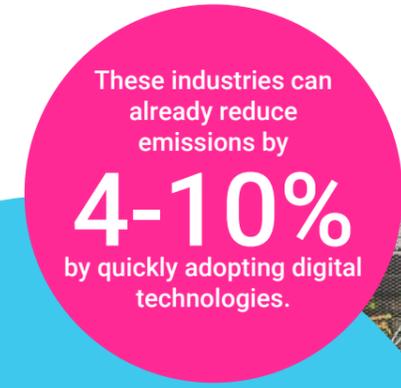
BUT THERE'S GREAT POTENTIAL...



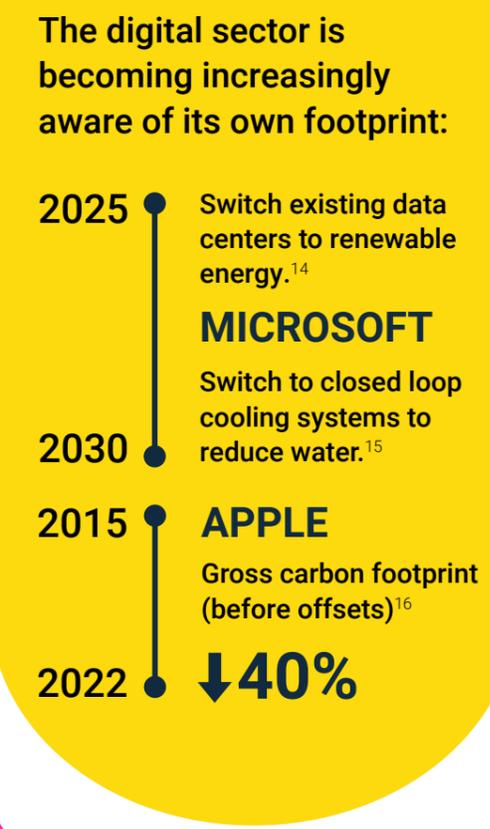
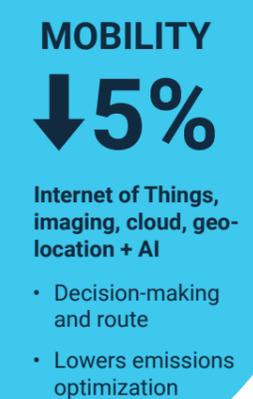
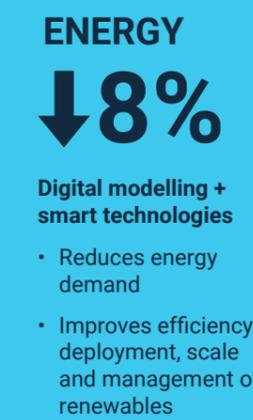
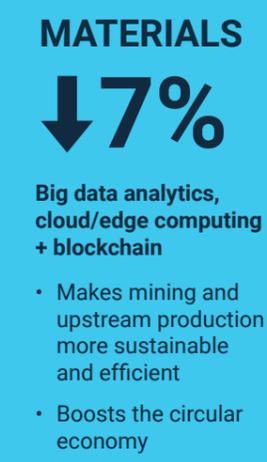
BY 2050
If scaled, digital technologies could provide the 20% reduction needed to hit International Energy Agency net-zero targets.¹²

4 KEY TECH CATEGORIES ARE NEEDED:

- Foundational
- Enabling
- Decision making
- Automation



DIGITIZING THESE INDUSTRIES COULD OFFER HUGE REDUCTIONS



Disclaimer
It is difficult to estimate the energy use of the digital sector and there is a significant degree of uncertainty in existing estimates. The methods and data sources used by studies vary and differences in key assumptions and approaches can result in significant variations. Additionally, the rapid pace of development in the digital sector can mean estimates quickly become unrepresentative. All the statistics included here are taken from reputable sources, a full list of which can be found in the appendix.

Monitoring our emissions.

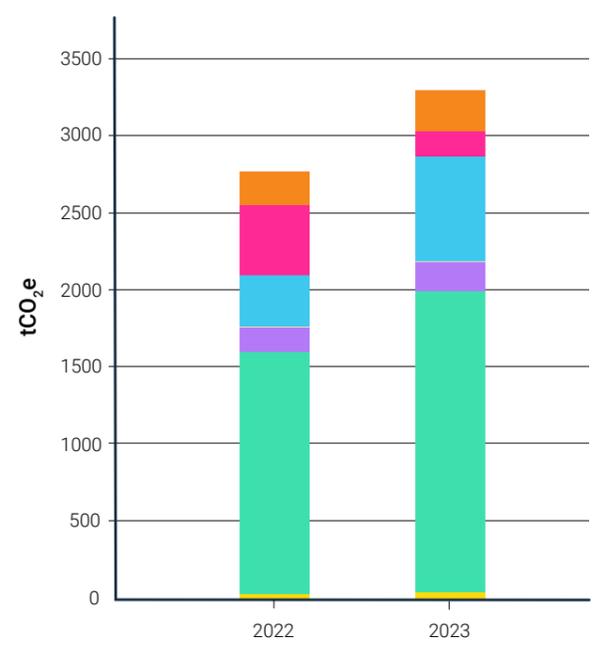
In this section, we delve into our carbon emissions, a cornerstone in our commitment to sustainability. In 2022, we completed our first comprehensive carbon footprint assessment in partnership with CarbonQuota. Throughout 2023 we have worked hard to improve the quality of our data and collection processes, both to inform the 2023 reporting period and, retrospectively, for 2022.

OUR TOTAL CARBON FOOTPRINT

2023 **3272 tCO₂e**

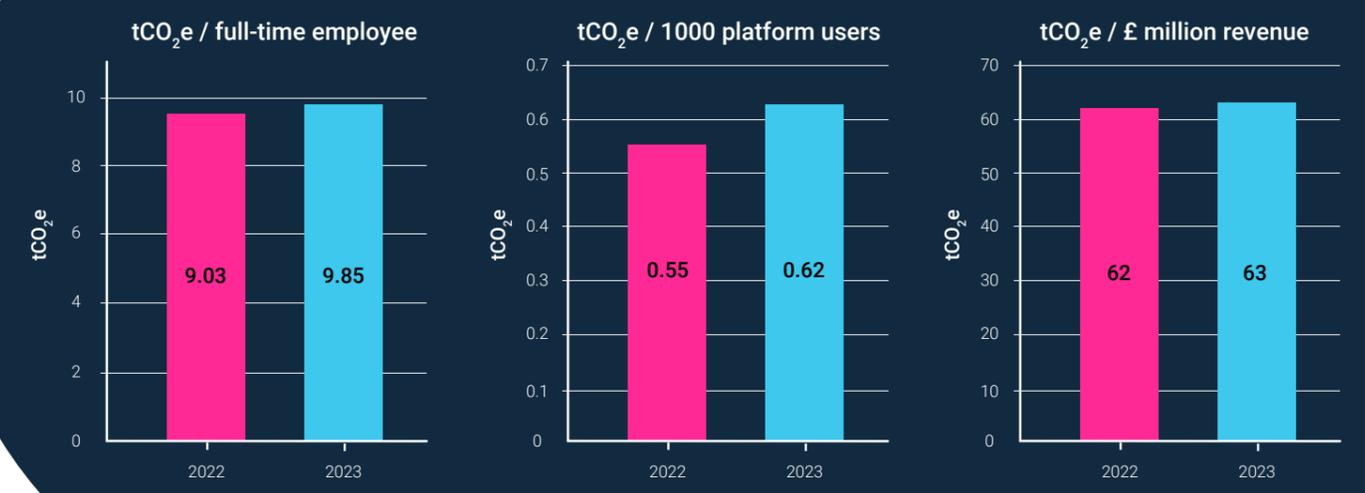
2022 **2746 tCO₂e**

TOTAL CARBON EMISSIONS BY CATEGORY



- SCOPE 2 Indirect emissions
- SCOPE 3.1 Purchased goods and services
- SCOPE 3.2 Capital goods
- SCOPE 3.3 Fuel and energy related services
- SCOPE 3.5 Waste generated in operations
- SCOPE 3.6 Business travel
- SCOPE 3.7 Employee commuting
- SCOPE 3.11 Use of sold products services

CARBON EMISSIONS BY INTENSITY



↑ Between 2022 and 2023, we saw a 9% increase in our team size.

↑ Between 2022 and 2023, we saw a 6% increase in our users.

PROPORTIONATE GROWTH

Although our overall carbon footprint has grown, we were pleased to note that our intensity ratios did not show huge increases in any area. We believe this substantial overall increase is likely due to increased accuracy and scope of data in 2023 compared to 2022. It is likely that in 2024 we will see a proportionate growth in emissions to our growth as a business and a stability across our intensity ratios.

OVERALL ENVIRONMENTAL GOALS

- In 2023, we publicly committed to the Science Based Targets initiative (SBTi). By 2030, we have committed to reducing our Scope 1 and 2 emissions by 42%. Internally, we have set a target of eliminating these emissions by the same year.
- In 2024, we will reduce our Scope 2 emissions by 16 tCO₂e by installing solar panels at our headquarters in Eashing.
- We will continue to calculate and report our carbon emissions on an annual basis.

The Science Based Targets initiative (SBTi) is a corporate climate action organization that enables companies and financial institutions to play their part in combating the climate crisis by encouraging accountability and practical solutions.



- By 2025, we commit to using Data Centers that run on renewable energy, thereby reducing our footprint by 243 tCO₂e.
- Throughout 2024 we will prepare for ISO14001 Environmental Management System standards.
- We will continue to recertify with EcoVadis to maintain our Silver status.

Our priorities for 2024.

Informed by the results of our CarbonQuota report and our EcoVadis assessment, we have identified six key areas to focus on over the next few years. These areas are underpinned and informed by our ongoing drive to improve our data capture processes.

IMPROVING DATA CAPTURE

We still have significant improvements to make in the consistency and accuracy of the data we need. In 2024 we have set the following goals:

- To establish an ESG Management Information System to create a central repository of accurate information.
- Improve clarity over the emissions associated with our events, in particular the Unite Conference.
- Use our swipe-in system at our UK offices to improve data capture on employee commuting.
- Record more granular data of equipment purchasing as a first step towards integrating carbon accounting into the procurement process.



PROCUREMENT

Our Scope 3 Capital Goods emissions are mainly attributable to purchasing IT equipment for our staff. While we will look at routes to reduce this number, we remain realistic: we are unable to opt for refurbished equipment for data security reasons, and our growth ambitions mean this number is likely to increase over the coming years. Instead, we will focus our efforts on lengthening the lifecycle of our existing equipment through warranty tracking and ensuring rigorous e-waste recycling.

Purchased Goods and Services includes all



BUSINESS TRAVEL

As a global enterprise, with clients spanning 100 countries, travel – in particular air travel – is a necessity. Whether it's our Sales team attending meetings with potential clients, or our Events team hosting Masterclasses and workshops, a substantial portion of our Scope 3 emissions result from flights.

2023 saw a marked increase in business travel as the global workplace adjusted to life after lockdown and in person events became both the norm and a necessity.

Over the next few years, we will be looking at various ways to enhance our understanding of these emissions and to subsequently reduce them without restricting our operations.

emissions from events, the use of third party consultants and software, and the emissions associated with our data centers. This accounts for a substantial part of our emissions, so it's vital to have oversight of this area. In 2023, we made huge progress in data capture, including a new internal tracking system to capture events data. As our reporting matures further, this will allow us to pinpoint areas where we can reduce emissions, whether it's through a sustainable procurement policy, or by reducing emissions associated with our events.



BUSINESS TRAVEL GOALS:

- Implement a unified booking process for all staff to ensure our reporting is accurate.
- Create and disseminate a comprehensive environmental travel policy, with advice on prioritizing low carbon choices such as train travel or planning multi-purpose trips to reduce flying.
- Consider the feasibility of introducing carbon budgets. Our priority is to create a culture of awareness and accountability that supports our company goals.





Right: The Unily headquarters are based in beautiful rural Eashing, Surrey.

SUSTAINABLE HEADQUARTERS

In our UK headquarters, we are taking various steps to reduce our overall environmental impact. From small changes like installing low-flow toilet flushes, LED lighting, and instant boiling taps, to major initiatives like switching to a renewable energy tariff, installing smart meters to track energy and water usage, and the installing solar panels on the roof.

By the end of 2024 we hope to have realized this goal, which will see us closer to our overall aim of eliminating Scope 2 emissions by 2030.

We estimate that the installation of solar panels will help to reduce our Scope 2 emissions by around 16 tCO₂e.

Discussions with our landlord are ongoing, but there is potential to see this initiative rolled out

across the trading estate with a much wider impact.

In 2024, we will introduce new recycling facilities and signage to divide up food waste, plastics, glass, and cardboard. We look forward to seeing these changes reflected in the emissions associated with our waste. With the introduction of a second UK office, our waste emissions increased in 2023, and in 2024, our focus will be on improving the data capture of landfill waste from our London office.



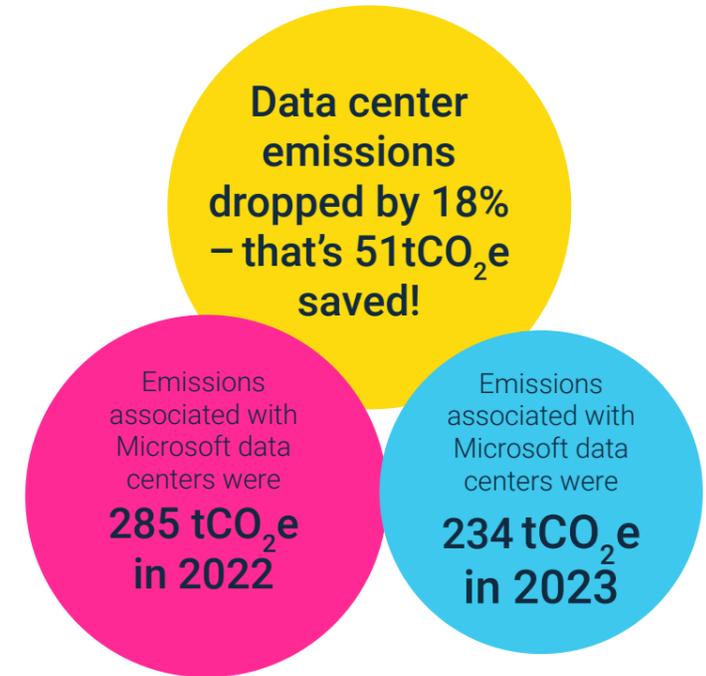
DATA CENTERS AND SERVERS

At Unily, our servers are housed in Microsoft Azure data centers. Microsoft has its own ambitious environmental targets, which we both support and monitor closely as one of their largest UK clients. Their progress will naturally have a huge influence on our ability to reduce, or even eliminate, certain areas of our Scope 3 emissions.

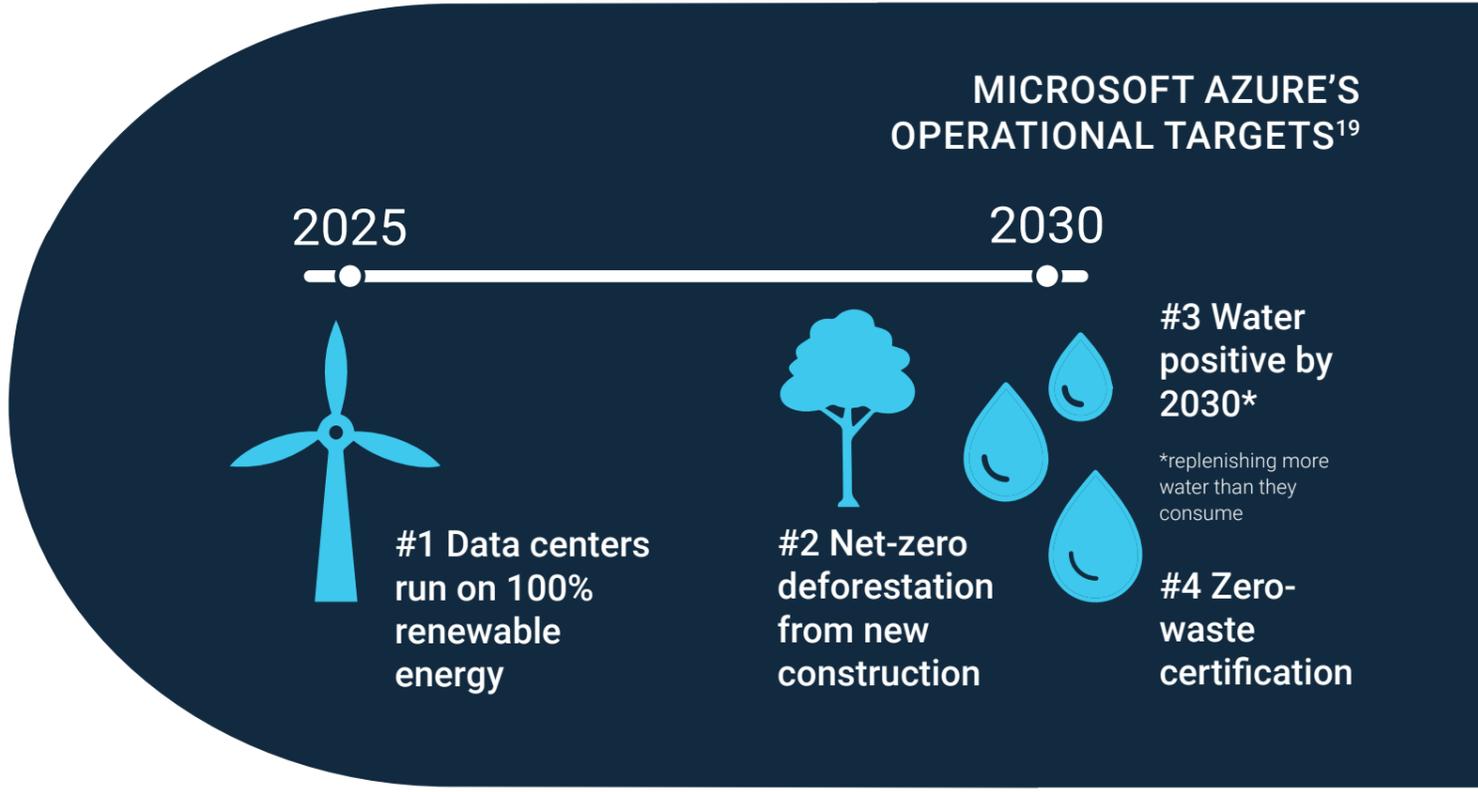
Microsoft has committed to switching over all existing data centers to renewable energy by 2025 and to becoming water positive by 2030 as part of their overarching goal to become carbon negative by 2030.

In 2023, we saw improvements in data transparency – for example we now have a carbon accounting dashboard that tracks emissions from Microsoft 365 use, providing us with a more accurate understanding of our internal digital emissions. Microsoft are

also working to release data-center specific information and targets which will help to identify our roadmap. You can [find out more here](#).



MICROSOFT AZURE'S OPERATIONAL TARGETS¹⁹



STAFF ENGAGEMENT

Critical to ensuring we achieve our goal of reaching net zero is the engagement of stakeholders across the business. Throughout 2023 we laid substantial groundwork for engaging staff in our sustainability efforts.

- ✓ Sustainability was established as one of the 5 key pillars of Unily's strategic vision, demonstrating the highest level of support within the business.
- ✓ We established a Sustainability Employee Resource Group (ERG) led by the ESG Team. In 2024, we look forward to developing the responsibilities and scope of the group.
- ✓ The creation of this impact report is an essential communication tool to engage stakeholders from across the business in our net zero journey.

STAFF ENGAGEMENT GOALS

- In 2024, we will expand our internal communications around environmental and social impact, to raise awareness and improve climate literacy amongst staff.
- We will roll out an ESG introduction as part of our Journeys onboarding functionality for all new staff.
- As part of the new COMPASS program of strategic alignment, the ESG team will make our strategic vision and goals accessible to all staff.
- We will continue to build on and expand the role of the Sustainability ERG with a focus on empowering staff to guide the priorities and outputs of the group.



Above: Our London hub opened in 2023 to act as a base for our team in the capital.



EMPLOYEE EMISSIONS

With a team of around 330 employees, emissions from commuting and home working make up a substantial part of our Scope 3 footprint.

Our headquarters are based in rural Eashing, Surrey. While this is a beautiful place to work, we do recognize the restraint this places on our ability to reduce commuting emissions, with most staff reaching the office by car.

To counter this, in 2023, we set up an EV salary sacrifice scheme, and installed four EV chargers in the office, a number we intend to increase in the coming years. We also offer a cycle to work scheme, which is useful for staff who live near our Eashing office, or are based in New York and London.

2023 saw the opening of a new office hub in central London. This has naturally shifted some emissions from Scope 3 Employee Emissions to Scope 2 as the team opt to work from the

London office rather than at home, and use public transport rather than private vehicles. Generally, the drastic decrease in employee emissions can be attributed to better data quality as we put in processes to capture actual commuting frequencies, illustrating the importance of prioritizing this.

Around 79% of employee emissions come from those associated with remote working.

We calculated home working emissions using DEFRA estimates, so a priority for 2024 is to improve the accuracy of this data. In part because involving employees in calculating their own remote working or commuting emissions is key to increasing personal accountability for environmental stewardship.





#2

Employee Success.

- Making Unily a great place to work
- Our culture
- Giving people a voice
- Investing in our team
- Early careers

MEETING THE UNITED NATION SUSTAINABLE DEVELOPMENT GOALS



Making Unily a great place to work.

Towards the end of 2023, we hired our first Chief People Officer; a critical role in representing and developing people strategies within the business. Jenny Shiers joined us from Salesforce, where she led the Employee Success team for UKI and North EMEA, and oversaw around 8000 employees.

What drew me to Unily was the central importance of employee experience and engagement to the Company as a whole. In previous roles, it was often necessary to persuade stakeholders of the importance of an employee-first approach. At Unily, that was inherent in the company's product offering and apparent in the company's own culture.

As CPO, I'm constantly thinking about how our people strategies can contribute to the business's success. How can we ensure our staff remain fulfilled, engaged, and productive so that they are doing their best, most

innovative work? In the short-term, our core focus will be on consolidating and maturing our processes. I joined Unily in a transitional phase: away from the agile, flexible approach characteristic of a start-up, towards a more mature, process-driven system. This section of the report lays out our plans and goals for the immediate future. It's vital to get these basics right now, to allow us to hold onto what makes Unily's culture unique, while preparing the company for growth.

A positive company culture is built on two pillars: firstly, employees need to feel as though they have a clear career trajectory, one that is



When employees can see they're working for a company that has a purpose beyond making money, it's an effective catalyst for unity and productivity. That's where I see my role intersect with our ESG strategy.



actively supported by their manager. Secondly, employees need clarity around the role they play within the wider organization. How does what I do contribute to the success of the business? When employees can see they're working for a company that has a purpose beyond making money, it's an effective catalyst for alignment and productivity. That's where I see my role intersect with our ESG strategy.

Essentially, I see HR and Internal Communications as the guardians of company culture. Our first impact report is an important

tool for external accountability, it's also a valuable internal communications device. It will help us to communicate how important people and the environment are to us as a business, to demonstrate the actions we're taking, and lay down our commitments for the future. Value alignment between staff and employers is becoming more and more important, and I hope this report will act as a signpost for what Unily stands for.

Jenny Shiers
CHIEF PEOPLE OFFICER, UNILY



Promoting gender parity

We are proud to have female representation at every level of the company and while we are not currently obliged to publicly report on gender-based pay, we feel it is right to review this annually and to start including this within our impact report.



The mean hourly gender pay gap is
1.04%

33%
of our C-Suite are female

% of staff who received a bonus in 2023

97% female
94% male

Our culture.

We have an awesome team culture. There's not a week that passes without an event or staff meet-up taking place; whether it's an onboarding lunch at the local pub, or a departmental dog walk, you won't find a friendlier or more dedicated bunch of people. Whatever our employees are interested in, we've built an open and inclusive space that allows them to be themselves.



Top: The UK team enjoy a rooftop summer party overlooking St Paul's.

Below: The US office get together to watch the Eurovision Song Contest.

OUR VALUES

We take our values seriously, and put them at the center of our working practices, from the way we approach the day, to the way we treat one another and our clients.



CURIOUS

We approach things with a beginner's mind, asking questions and giving feedback so that we push boundaries to achieve our ambitious goals.



AUTHENTIC

We act ethically and with integrity by being open and honest. We champion diversity, collaboration, and inclusivity by inviting people to come as they are.



RESPECTFUL

We strive for perfection, but we are teammates and will always be courteous to each other.



PASSIONATE

We love our company and products and believe in the good it can do.



COURAGEOUS

To be innovative, we must take chances. We welcome calculated risks, learn from our mistakes, and take responsibility when we're unsuccessful.

Below: The UK office enjoy a yoga class in the grounds.

Right: Some of the UK team brave a Tough Mudder.



CELEBRATING SUCCESS

We use our employee-led reward and recognition scheme 'Kudos' hosted via our Rockstars platform (see page 33) to celebrate success and best practice. Colleagues can award each other points for various achievements or for demonstrating our core company values. At the end of each quarter the top three point scorers are recognized at our monthly town hall and receive a gift voucher, with first place receiving a personalized Unily sweatshirt.



A CLEAR DIRECTION LED BY COMPASS

As part of our commitment to fostering a cohesive and purpose-driven workplace, Unily will be implementing a new strategic alignment initiative in 2024, COMPASS.

Starting at the executive level, our leadership team will craft an overarching strategic vision for Unily's future success. From there, each department, team, and individual contributor will align their own goals and objectives, creating a seamless connection between daily responsibilities and the overarching success of Unily.

LOOKING AFTER MENTAL AND PHYSICAL HEALTH

We offer a fantastic suite of benefits to ensure our staff remain healthy, happy, and engaged: whether it's hybrid and flexible working arrangements or a beautiful place to work where healthy snacks are always on hand, as is the option to bring in a furry friend. We also provide benefits such as Vitality life insurance and generous pension schemes and SIPPs.

We want to nurture an environment where all employees feel safe to have an open conversation about mental health. We provide free access to the Headspace app and have a team of 23 Mental Health First Aiders who are on hand to support employees and their managers – whether it's how to handle a discussion around particular needs, or support making adjustments to working arrangements.

Transparency and inclusivity are at the heart of this initiative. We will ask everyone to make their COMPASS accessible on Rockstars to encourage open dialogue and feedback at every stage, ensuring that every voice is heard and valued. Through COMPASS, we aim to cultivate a deep sense of shared purpose, cross-functional collaboration, and accountability throughout our entire Unily community.

Giving people a voice.

As you might imagine, we pride ourselves on good communication at Unily. We make the most of the functionality of our own product to provide a consistent experience for all employees, whether they're working from home or in the office; based in the UK, the US, or Australia.

DIRECT CONTACT WITH THE CEO

In 2023, we launched a new functionality on our Rockstarrs platform called "Ask Chris Anything!" This offers staff a direct communication channel with the highest level of strategic leadership, whether they have a question, an idea, or some feedback. Chris also hosts regular Open Door Days, which allow staff the same opportunity, in person or virtually, and on a 1:1 basis.

MONTHLY TOWN HALLS

We have monthly all-staff meetings which act as a forum for discussion between senior leadership and staff. Led by the CEO, each month we highlight news from across the company, celebrate the work of various departments or individuals, and invite various staff working groups to present. At the end of every town hall, employees have the opportunity to ask the executive leadership team any questions.

ENCOURAGING FEEDBACK

We have a continuous anonymous feedback channel available via our Rockstarrs platform and we also run a biannual staff survey via Culture Amp to monitor staff satisfaction and encourage continuous improvement. 2023 was the first year we used this process, which has allowed us to set the foundations for comparable data as we move into 2024.

THINGS WE'RE PROUD OF

92%

"I can be my authentic self at work."

88%

"I know how my work contributes to the goals of Unily."

86%

"I feel respected at Unily."

90%

"My manager genuinely cares about my wellbeing."

THINGS TO WORK ON

- Improving transparency around career opportunities
- Communicating what actions are taken in response to the survey
- Collaboration between departments

Townhalls have a **75% average attendance rate**

Employee representation

Unily currently has eight Employee Resource Groups. These internal communities bring together staff with shared identities and interests, acting as representative bodies and discussion groups.

UNILY WOMEN'S NETWORK

This group aims to foster a culture of belonging, raise awareness, and uplift the women of Unily. Unily Women's Network was relaunched in 2023 with a new leadership committee, and content and events calendar. Past events have included a program for Women's History Month and International Women's Day, a regular book club, a panel discussion at Unite focused on harnessing technology to build a culture of belonging, and an internal Women in Tech panel discussion with Unily's three female executives.

LGBTQIA+ RESOURCE GROUP

This group is designed to create a safe and supportive environment within work. It meets every two months, raising awareness of inclusion in the workplace, celebrating days of significance, and championing individuality. Since launching, they advocated for the inclusion of pronouns on emails within Unily, gathered volunteers to send letters of affirmation to young trans men and women as part of National Coming Out Day, and provided a safe space for discussion of all LGBTQIA+ related issues.



Above: Some of the US team attend a Texas meet up to meet Chris for the first time.

GOALS:

- Launch additional events both internally and externally (with plans already in the works for Go Red for Women and Women's History Month).
- Identify an executive sponsor.
- Partner with our People Team in new ways to influence company policies and culture.

GOALS:

- Begin working with our Mental Health First Aiders, to create a support network for LGBTQIA+ related issues.
- Establish external partnerships including Callen-Lorde, the global leader in LGBTQ+ healthcare, and Sage USA, the charity aiming to make ageing better for LGBTQ+ people.
- Introduce a wider calendar of events, from celebrating Pride, to volunteering opportunities.

“

Our LGBTQ+ Employee Resource Group helps drive a culture of true inclusion throughout Unily, improves our teams' wellbeing by connecting employees to an immediate support system, preserves important learnings from LGBTQ+ history, and creates opportunities to give back to this wonderful community.

Robert Sica, Implementation Consultant

”



Investing in our team.

At Unily, we are passionate about the success of our employees. Our aim is to provide our people with learning opportunities to develop skills, further their careers, and achieve personal and professional goals so they can grow alongside Unily.

CASE STUDY TECHNICAL STORYTELLING

In 2023, we offered an extensive training program for staff members who had agreed to speak at our Unite conference (see page 48). Over a 10 week period, they worked with an external public speaking expert to develop their confidence and communication and presentation skills.

The course culminated in a two-day workshop at Old Sessions House, where, using a professional speaking set up with teleprompters and lighting, our team were put to the test. Each attendee was asked to present a prepared piece and answer questions on the spot, before being given feedback from their colleagues and professional trainers. This gave them an incredible foundation for the Unite conference, transforming their ability and belief in themselves.



The Technical Storytelling program not only encouraged individuals to push their boundaries, but it provided a unique platform for self-reflection and growth. The course cultivated a sense of confidence that extended far beyond the training room. Participants, who once hesitated to witness themselves in action, discovered the courage to evaluate their performances critically. This new-found self-awareness was nurtured within a safe and supportive environment, fostering vulnerability as a strength rather than a weakness.

Jake Brannigan, Learning & Development Manager



The course was hugely beneficial for the whole group. The atmosphere in the virtual and in person sessions was open and honest and Ben's energy and warmth helped everyone in the group maximize the time. The stand-out thing for me was the practical exercises: these were performed for the group and recorded so we could take onboard feedback and see ourselves on 'the big screen'. This was a clever way of embedding the learning.

Aislinn Logan, Product Marketing Manager



Our focus for 2024 and beyond

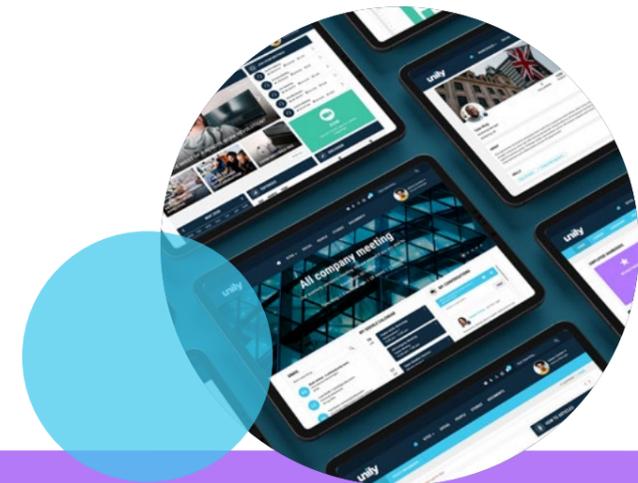
#1 MATURING OUR PEOPLE STRATEGY

In 2024, we will implement a new HRIS that will offer heightened consistency, accuracy, and insight to guide our people strategy. Leveraging robust data, we will attain a comprehensive understanding of key metrics across the employee lifecycle, allowing us to free up HR administration time by better enabling employee and manager self-service.

To complement this new technology, we have also worked to build out a consistent job mapping and salary grading framework. Our aim is to create a culture of equity and transparency, one where every member of the team has a clearly articulated career pathway, and an understanding of how their performance is reflected in fair remuneration and promotion. Led by our Chief People Officer, we will work with every department to ensure a consistent approach to assessments, feedback, and meaningful career support.

#2 RELAUNCHING ROCKSTARRS

In 2024, our People Team will take the lead on a project to revamp our own intranet, Rockstarrs, which is our internal instance of our own product. The project will involve pulling together a multidisciplinary team to scope, plan, and execute the relaunch by the middle of the year. This project will offer a fascinating opportunity to play the role of customer; both ensuring that we are taking advantage of the full scope of our platform's functionality and allowing us to provide feedback to our Product Team.



#3 A CLEAR PATHWAY FROM DAY ONE

In February 2024, we will be launching the Journeys application as part of wider improvements to our onboarding process. Journeys, a capability of Unily designed to elevate employee experience, will provide a comprehensive introduction to working at Unily. Delivered through a self-paced program, new members of staff will receive a series of resources introducing various aspects of the business and their work. Journeys will supplement in person, manager-led onboarding by allowing increased access to the business as a whole and improving consistency of information, while offering greater flexibility to new employees.

#4 EQUIPPING OUR TEAM WITH THE RIGHT SKILLS AND KNOWLEDGE

We are keen to ensure our teams stay equipped with the knowledge and skills they need to excel in their roles. Our new management training program, Navigate, is a cornerstone investment in professional development at Unily. Through Navigate, our managers are given the tools and resources to elevate their leadership skills and foster effective team management. We are also enhancing our commitment to DE&I through new, high-quality instructor-led training initiatives. Finally, we are investing in departmental training and focusing on individual certifications and qualifications.

Early careers.

We recognize the importance in investing in early careers. Recruiting and nurturing professionals at the beginning of their careers allows us to foster a pipeline of diverse talent, fuel innovation, and ensure our own sustainability built on a skilled workforce equipped to tackle future challenges.

A NEW GRADUATE PROGRAM

2024 marks an exciting milestone as we hope to welcome our inaugural cohort of graduates. Computer science graduates will enrol in an immersive 2-year placement program, where they will gain extensive training and hands-on experience across various technical facets of our business. The launch of our first assessment centers is scheduled for the summer, a pivotal step in our recruitment process.



Above: In October 2023, our technical apprentice Femy achieved a distinction in her program; she now excels as a full-time member of the Unily team.

APPRENTICESHIP SCHEME

At Unily, our commitment to nurturing early careers is illustrated by our long-standing employment of apprentices, something which has undergone formalization in recent years. We currently have a cohort of six apprentices across various departments such as Customer Support, Marketing, Technical, and ESG.

Our apprentices all exemplify the transformative effect of that style of learning – both for the employer and the individual. While the scheme blends together earning and learning, allowing individuals to get to grips with a professional career and set themselves up for the future, it enables us to tap into a talent pool from varied socio-economic and educational backgrounds, enriching our teams with diverse perspectives and approaches.



Above: Our Talent Acquisition team is currently hard at work attending careers fairs across the UK engaging with prospective candidates.

The life of a Unily apprentice

In 2021, Unily hired a Corporate Responsibility and Sustainability (CRS) Apprentice from the first UK cohort. This allowed us to support a young person in their career development, whilst having a dedicated member of staff to focus on this area. We interviewed Korben about what it's like to be a CRS apprentice and the kind of projects he's worked on.

Why did you apply to the CRS apprenticeship?

I was always keen to get stuck into a job and learn about business as opposed to going to university, so I knew an apprenticeship was a good option. I studied Geography and Business at school and I think those subjects naturally prepared me for a career in sustainability. Although there wasn't a huge amount of information available about the CRS apprenticeship because it was the first year, that kind of made it more interesting.

What does a normal week look like?

Most of the time it looks like any other job! I spend one day in the office in Surrey and work from home the rest of the week. There's a balancing act between my workload at Unily and my apprenticeship training and assignments – normally I spend around a day a week on the latter. The apprenticeship is taught online, but sometimes I meet up with the rest of the cohort to do a workplace visit and learn about corporate sustainability in action.

What kind of projects have you worked on?

A huge variety of things. I remember on my first day in the office, within an hour of arriving, I was in a meeting with the C-suite talking about our upcoming EcoVadis accreditation. Within two months of joining, we'd been certified Silver which was a massive achievement. Since then it's been non-stop. One of the things I'm most proud of is training as a Mental Health First



Since writing this article, Korben completed his apprenticeship with an overall distinction!

Aider and formally establishing Unily's team of MHFAs to help anyone who needs advice or just a sympathetic ear. And at the moment, I'm looking after our community impact projects Treloars and Treedom, supporting on the initiative to install solar panels in our head office, and helping to run the Sustainability and Accessibility Employee Resource Groups. So I'm pretty busy!

Have you seen any attitude changes since you joined?

I would say there's definitely been a shift in how sustainability is treated. Although it's always been clear that the team cared about sustainability, it wasn't formalized as such. This year has signaled a shift – from the official creation of an ESG team when Jenny joined, to the formal recognition of sustainability as one of the company's key pillars. Having that commitment from the leadership team makes all the difference, it turns sustainability from a personal issue to one that sits at the heart of Unily's success.

Finally, what's next for you when you finish?

My apprenticeship officially ends in March, and I'm really hoping to stay at Unily. I'm the biggest advocate for the company! We also have some really ambitious goals for the next few years and I would love to see them come to life.





#3

Community Impact.

- Charitable work
- Our partnerships
- Volunteering

MEETING THE UNITED NATION SUSTAINABLE DEVELOPMENT GOALS



Charitable work.

Lou Saville, Executive Assistant, discusses some of the initiatives we have run over the years, and how important community is to Unily.

Since our earliest years as Brightstarr we have always been committed to positive social impact. Originally we donated as and when we could to charities that had some personal connection, but as we've grown, so too has our charitable budget.

In the past, we voted as a team for where that budget would get spent; individuals could put a case forward for a cause close to their hearts and everyone had a vote. Today, we have a Charity Employee Resource Group which looks to ensure we support a diverse range of causes, but we continue to offer individual employees a voice through our employee donation matching scheme.

Community is at the heart of Unily. From the beginning we've always tried to use local

suppliers, be it insurance cover, second-hand furniture, or caterers. We've also encouraged the whole team to get involved – from organizing litter picks, to donating to food banks, and sponsoring sports teams (there have been a lot! Guildford underwater hockey team, Kings International School football team, Oxshott squash team, Alexandra United football team, NewWave CrossFit team and Touch Tennis England to name a few).

Most recently, our partnership with Treloar School (see page 40), which is based just down the road in Alton, will see us dedicate considerable resource to nurturing a long-term relationship with this incredible local charity.

MATCHING EMPLOYEE FUNDRAISING

We are proud to offer a generous employee matching scheme of up to £250. Our team can use this scheme to raise funds for charities close to their heart, and it's great to see them supporting such a wide range of causes.



Our top 5 donations...

- £4,830** Planting a Treedom forest
- £4,000** For grassroots football
- £3,312** Towards Eria's education
- £3,000** Supporting a GB triathlete
- £2,388** Matching our employees
- £2,000** For Treloar (including a Christmas tree)

...And employee efforts



216 miles cycled

10k RACING FOR LIFE

31 SWIMS to save our oceans



1 MOUSTACHE FOR MIND



10 HOURS of burpees to give back to the community

31 runs for Prostate UK



A TEAM EFFORT IN COVID 19

During the pandemic, we set up an initiative to produce vital safety visors for healthcare workers in the local area. Our former CEO, Will, initiated the project, purchasing a 3D printer and bringing a team of nearly 30 staff on board to print, assemble and distribute the visors.

For me, that was one of the proudest moments of our history as a company – demonstrating just what's possible through collaboration. We all pulled together and asked how we could make a positive impact in a time of great uncertainty.



Total charitable donations in 2023
£22,921



FARNCOMBE FC

Unily has sponsored Farncombe Football Club since 2016. Established in 1975, Farncombe Youth FC is a grassroots club deeply rooted in its community. With nearly 600 local boys and girls of all abilities registered and run by an army of passionate volunteers, including 83 coaches. The club has 40 teams from U6 to U18 age groups.

ABATO FOUNDATION

We started donating to the Abato Foundation in 2013. This Ugandan based charity works to improve the livelihoods of children and young people through education. We have sponsored Eria for over 10 years throughout his studies to become a doctor. 2023-24 is his final year of training, and he is now working at the Kingdom Medical Centre, is married, and living happily with his wife Jovia. For the past four years, we have also paid for Eria's village to celebrate Christmas with a gift for all the children and a meal shared with friends and family.

Left: some of the students supported by the Abato Foundation. Top: the UK team get together for a litter pick around our offices.

Our partnerships.

01 Tredom

Tredom is a tree planting initiative that allows you to plant a tree from a distance and follow its growth online. Since its foundation in 2010, more than 3 million trees have been planted in Africa, South America, and Italy. Every trees is planted by local farmers and brings environmental, social, and financial benefits to their communities.

01 WHAT WE'VE DONE SO FAR
 On Earth Day 2023, we committed to a 3-year partnership to plant 900 trees. So far, we have planted 349 trees in our Employee Forest – 300 trees by Unily, and a further 49 trees funded directly by our employees who wanted to contribute to growing the forest.

02 WHAT WE'RE DOING NEXT
 We will be working alongside our Talent Acquisition team to create a 'Sapling Forest' to celebrate the launch of our new graduate scheme (see page 34). For each student that shows genuine interest in applying, we will plant a tree in our sapling forest.

OUR FOREST
 Our existing trees are spread across South America and Africa and include the following species.

BAOBAB COFFEE
 CASHEW MARKHAMIA
 GREVILLEA
 AVOCADO CACAO

[VISIT OUR FOREST](#)

“
 We launched the Tredom partnership in celebration of Earth Day. We chose Tredom in part because of the social impact angle, it's a fantastic way of supporting both carbon sequestration and local communities. It's also really cool to follow the journey of each individual tree, and this has been instrumental in engaging the whole team.
”
Korben Sharpe, CRS Apprentice



02 Treloar Trust

Treloar Trust, made up of Treloar School and College, offers around 170 students a specialist learning environment, alongside therapy and care. Many of Treloar's students are physically disabled with complex needs that cannot be met in the mainstream education system. A lot of the students require 24-hour support, with around 50% in residence. This pastoral support provides the opportunity to develop independent living skills alongside academic success.

“
 It was immediately obvious to me what a special place Treloar School is. I expected to turn up to a place where people were struggling to get stuff done, with small classrooms and educational challenges, but I didn't see that. Many of the children are severely disabled, but over their time at the school they receive every possible effort to give them independence and education. The thing Treloar cares about most is what happens to the students after they leave – they want these children to have a future that can benefit them and society. I can't wait to go back next year.
”
Davy Rogers, Application Security Manager

01 WHAT WE'VE DONE SO FAR
 Unily was keen to build a long-standing, mutually beneficial relationship with a charitable initiative. Treloar Trust is based locally to our head offices, making it easy for us to nurture our partnership. From the moment we heard about the impact they had on young people's lives across the country, we knew we wanted to support them.
 In 2023 we ran two volunteering days. In the first session we planted lettuces in the school's greenhouse, while the second was dedicated to clearing and maintaining the grounds. Our team also got to meet some of the Treloar students and learn more about the school and its facilities.



Each year, Treloar Trust needs to raise around **£2 million** to provide their students with access to specialist equipment, opportunities and staff.²⁰

The Unily team help to grow food in Treloar's extensive greenhouses.

02

WHAT WE'RE DOING NEXT

We have multiple initiatives in the planning stage for the next couple of years that focus on more in-depth skill sharing. For example, we would like to help support the school with their own sustainability strategy, or provide them with digital support. In turn, in 2024, we will be learning from Treloar's students when we undergo an accessibility audit of our Eashing head office through their 'Let Me In' program.

03

THOUGHTS FOR THE FUTURE

Our biggest goal is to develop a long-term partnership that allows Treloar's students the space and opportunity to develop their professional skills and careers at Unily, whether through work experience and shadowing opportunities, or through permanent employment.



Right: Korben delivers a Christmas Tree to Andrew at Treloar School. Left: Jamie gets involved in some lettuce planting.



“

Getting involved in volunteering at Treloar was a game-changer for everyone. Jumping in to help with no strings attached brought a surprising level of happiness I wasn't expecting. On top of that, I gained some cool new skills in horticulture! The whole experience turned into a fantastic team-building exercise with colleagues I rarely cross paths with in the daily grind.

Jamie Jenkins,
Talent Acquisition Partner

”

“

As we continue to develop our already strong partnership, we are excited to see where 2024 takes us. Unily as a company is committed to understanding how we work at Treloar and how they can support our students. We understand that creating a successful partnership will help engage staff and encourage them to play an active part in helping our students today and in the future.

Andrew Brown,
Corporate Partnerships Manager at Treloar

”

Volunteering.

Every member of the Unily team receives a fully paid volunteering day each year. Some of these activities are organized centrally – like Treloar – while others are initiated by individuals or their teams. Everyone is unanimous in highlighting the personal benefit of taking time out of the office, whether it's to spend the day in nature or helping out at a food bank.

345 hours
of time volunteered by our staff in 2023

Our goal for 2024 is to volunteer **1,300 hours**



CONSERVATION IN SURREY
TIM MOXON, TECHNICAL ARCHITECT

I used my volunteering day as part of the Countryside Rangers program. I headed over to Blackheath heathland – a Site of Special Scientific Interest – where they rely on volunteers to help manage the land to keep invasive species under control and the ecosystem healthy. We worked on cutting down the Scots pines and birch trees that try to take over, and kept a fire going to burn the trees we took down. The rangers were really appreciative and provided hot drinks and doughnuts to keep our energy up! I got a lot out of the day, it was great to see the change we made on the landscape in just a day. The volunteer day is a great opportunity to do something totally different and something positive for people and nature.

A TRIP TO THE FOOD BANK
MICHAEL DOUCETTE-MARTINEZ,
PMO MANAGER

In December, I had the privilege of joining my amazing colleagues for a day of giving back at the Austin Food Bank. Together, we rolled up our sleeves and helped provide 975 bags, totaling a whopping 9,750 pounds of food, which equates to 8,125 meals for our neighbors in need! It was an incredible experience, and I couldn't be prouder to be part of a company that values giving back to our community.



Below: The beautiful Blackheath in Surrey. Above left: The US team volunteer at a local food bank.



#4

Reimagining employee experience.

- Leading the sector
- Digital innovation
- Providing customer value

MEETING THE UNITED NATION SUSTAINABLE DEVELOPMENT GOALS



Leading the sector.

Kaz Hassan explores the changing nature of the employee experience sector, why it's so important for our global workforce, and how Unily's platform allows for richer, more dynamic employee experience.

I've always found it bizarre that outside of work people get to pick and use such cool, engaging experiences like Netflix or TikTok, but historically, coming to work is like entering a different, outdated reality from a communication, culture, and technology perspective. I became a bit obsessed with trying to bridge the gap between consumer and employee experience, to learn from the former to make the latter more meaningful and impactful.

But it's not just about frictionless technical experiences. Today's workforce has a new "worth it" equation, meaning they increasingly decide who they want to work for based on purpose and value alignment. In fact 68% of employees would consider quitting their current job to work at an organization with a stronger viewpoint on the social issues that matter most to them,²¹ but only 28% of people feel connected to their current organization's mission and purpose.²² What those statistics suggest is firstly, the way we communicate with and engage our workforce is critical to company culture, productivity, and business success, and secondly, employers around the globe are missing out on a massive opportunity.

We regularly work with businesses that have over 100k employees – as big as some European cities. In my view there is a social obligation for companies to deliver an engaging, purpose-driven employee experience. Which is particularly pertinent at a time when employees are raising warning flags of record stress and low engagement.

The Unily platform allows for an employee-first approach. It enables every member of a global workforce to have a voice, a platform to use it, and even the autonomy to shape their own work experience. Rather than off-the-shelf, top-down initiatives, employee experience is about horizontal communication and access for all. Running a DEIB campaign? Then ask your team to share their own stories during Pride or Black History Month. Want to embed values throughout the organization? Ask your team to nominate a colleague who demonstrates those values.

This is the perfect time to reset and create an ideal state where employees and employers treat the recruitment and ongoing engagement process like dating. A process to get to know each other and then see if there's a spark. Through candid conversation and authenticity we can make better matches and when they're both supercharged in the same direction, towards the same mission, the result will be engaged employees, great culture, and a better bottom line for business.

Kaz Hassan
COMMUNITY & INSIGHTS LEAD



68% of employees would consider moving jobs to one with a stronger viewpoint on the social issues that matter most to them, but only 28% of people feel connected to their current organization's mission and purpose.

THOUGHT LEADERSHIP

We aim to be trusted companions and advocates for progressive people leaders so we invest in understanding current and future challenges and opportunities and share our knowledge and insights. Here are some examples of our research:

The Future of the Workplace 2030+
Written in partnership with one of the world's most prominent futurists, Anne Lise Kjaer, we created this report to understand how emerging trends would shape the future of work. **Since publication in 2019, it has been downloaded over 10k times.**

[READ IT](#)

Accelerating engagement with tech
We worked with Harvard Business Review Analytics Services to look at the impact of technology on employee engagement.

[FIND OUT MORE](#)

Have EX leaders given up on retention?
We worked in collaboration with YouGov to look at broad EX trends from the perspective of enterprise people leaders, identifying an increased focus on recruitment over retention.

[READ IT](#)



SHARING OUR KNOWLEDGE

Throughout the year, we host multiple industry and networking events across the globe to share our knowledge, learn from others, and bring together the professionals shaping employee experience.

Informed by the latest research, Unily Masterclasses are free in person, half-day seminars. Masterclasses are delivered by various members of the Unily team, so attendees can hear from an array of experts across the business and customer lifecycle, including Sales, Implementation, and Marketing.

Unily insights are supplemented by success stories from award-winning enterprises, while roundtables allow for discussion and debate, meaning attendees can share ideas and learn from real life examples.



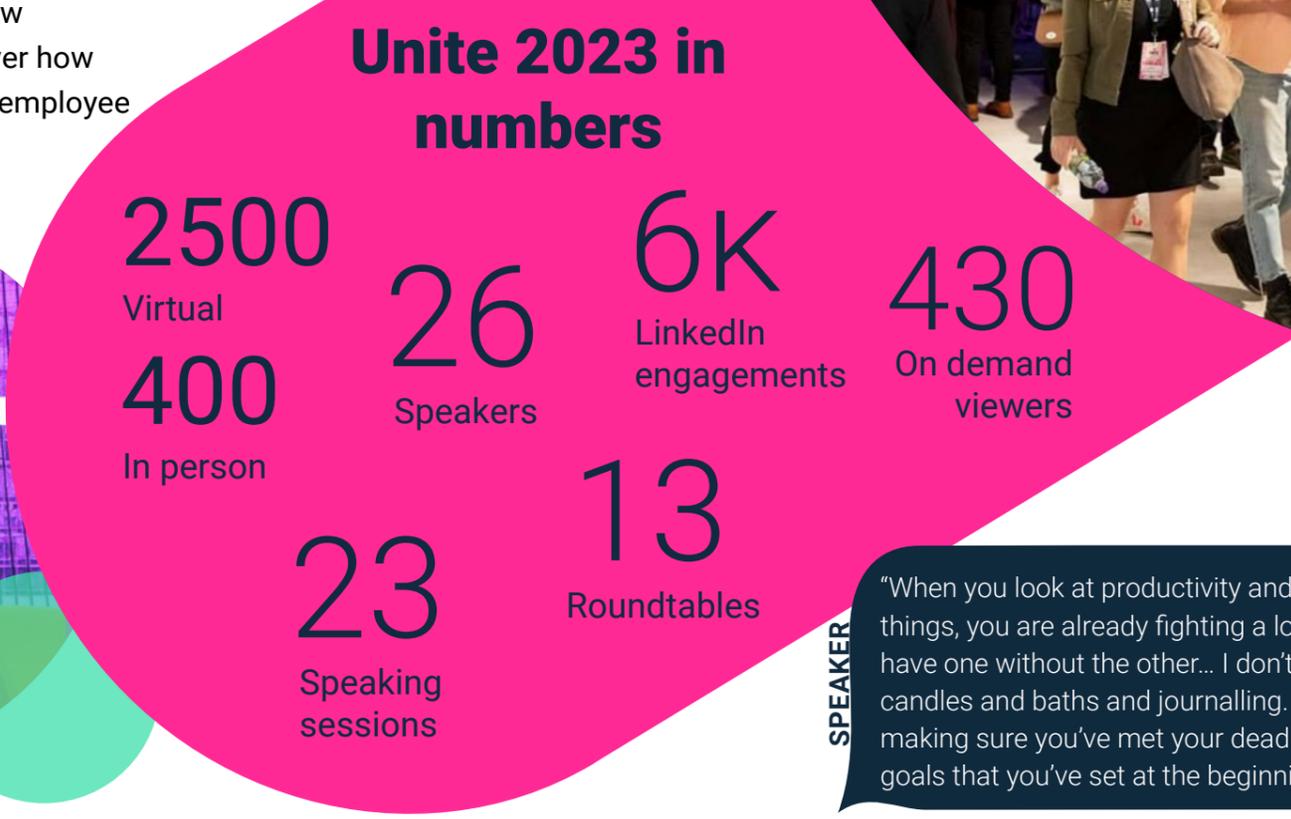
In 2023, we held masterclasses in 17 locations across 9 countries, including our flagship London event (above).

Unite conference.

We launched Unite in 2019, and since then the event has gone on to become a flagship employee experience conference attended by EX leaders from the world's largest organizations. We've hosted phenomenal speakers, unveiled game-changing new capabilities, and gone behind the scenes with hundreds of enterprises to discover how different organizations are approaching the challenge of designing world-class employee experiences for their people.

KEY TAKEAWAYS FROM OUR SPEAKERS

- In 2023, Stephen Fry presented on the future of AI-powered work, discussing the challenges and opportunities and offering advice on how to navigate them.
- One of the many panels we hosted, sponsored by Unily's Women's Network ERG, asked how we can use technology as a catalyst for diversity and inclusion.
- British entrepreneur and podcaster Steven Bartlett offered employee engagement insights from the perspective of a modern CEO.
- Unily CEO, Chris Ciauri, highlighted the importance of giving employee experience the same focus as customer experience, heralding the start of an era characterized by EX investment.



SPEAKER

"When you look at productivity and self-care as two different things, you are already fighting a losing battle... You cannot have one without the other... I don't believe self-care is all about candles and baths and journalling. Self-care is also about making sure you've met your deadlines and are reaching the goals that you've set at the beginning of the year."

GRACE BEVERLY

SPEAKER

"Culture moves fast and so does technology. It's a connector and a disconnecter, an enabler and a disabler, a uniter and a divider... In order to harness technology well to contribute to belonging, we need to realize its true impact on our people, and then we can start to use that in the right way for the audiences we have."

ELOISE THOMAS, INFORMA

ATTENDEE

"#Unite23 just gets better and better. Not only have I been able to connect with lots of different people on their daily challenges, wins, and knowledge with regards to internal Comms and employee engagement, we got to be in the presence of Steven Bartlett who gave a talk on employee engagement lessons."

JEREMY GOODGAME, MICHAEL KORS

ATTENDEE

"Key takeaways for me have been really understanding where we're going. Roadmapping and understanding the technology and the solutions is great, but how does it apply back to what people need, and how can people work smarter? This is what it's all about for me."

TONY SANCHEZ, MARS GLOBAL SERVICES

SPEAKER

"Everybody wants to be proud of what they do, and they want to feel like they're actually making a difference. When we live our values, we can make sure we're achieving that change with an integrity that will stand up to the closest scrutiny."

MICHELLE MARSTON, NATIONAL GRID

CLIENT SUCCESS STORIES

At Unite 23, our customers shared EX success stories:

- The team from National Grid explored their peer-led campaign to embed organizational values across their 33k hybrid workforce.
- Shantell Ogden from Wipro presented the challenges and ultimate success of rolling out Unily across their 260k staff that resulted in an 80% reduction in enterprise emails.
- Pearson's Kim England discussed the development of a new Manager's portal designed to support managers and improve employee engagement.

Digital innovation.

Matt Boyd, Head of Product Voice, talks about what he believes makes Unily different, and how our constant drive to innovate is changing the way people think about employee experience.

As Stephen Fry put it so concisely in his keynote speech at the Unite 2023 conference: "Technology is not a noun, it's a verb; it's always moving." The digital sector seems to be developing at an exponential pace, which means working within it is both a challenge and a huge opportunity.

At Unily, we take great pains to ensure our product keeps pace and continues to meet the changing demands of new and existing customers. Everything we do, everything we create, is driven by people.

Around 40% of our updates come directly from customer requests. Whether through the Customer Success Team, or our online knowledge forum and community, Universe. This more organic, democratic process is balanced by insights from our Commercial Sales Team. They sit on the frontline of modern buyer demands and can help to predict future trends.

Constant innovation allows us to tap into new opportunities, increase efficiency, and drive continuous improvement. But we must strike a balance. While new buyers may have new demands, our existing customers require support to implement changes and make the most of new features. Our collaboration with the Customer Success Team is vital to ensure a constant feedback loop and drive ROI.

Unily's digital innovations are not just about staying relevant in a rapidly changing digital landscape, they're about empowering organizations to thrive amidst uncertainty and to harness the full potential of transformative technologies. We want to change the way companies understand and manage employee experience so we can engage, empower, and inspire our global workforce.

Matt Boyd
HEAD OF PRODUCT VOICE



#1 Sector recognition

Over the past two years, Unily has been recognized by Gartner, Forrester, and IDC as a highly trusted leader within the employee experience sector – the only platform to appear in all three.

2022 ● **The Forrester Wave™: Intranet Platforms** report names Unily as a leader within its top 12

2023 ● Unily named a leader in the **Gartner® Magic Quadrant™** for intranet packaged solutions.

2024 ● Unily named a leader in Intelligent Digital Workspaces in **IDC report**

“
Being named a leader by not just one, but all three of the top leading analyst firms is a huge honor. It shows our dedication to continuously improving the employee experience and driving innovation and business results for our customers. We're proud to receive this esteemed recognition, and we're committed to continued excellence for the path ahead.
”

Chris Ciauri, CEO



INNOVATION THROUGH COLLABORATION

We recognize the power of working with other players within the digital space, by building strong relationships with partners that compliment the capabilities of the Unily platform, we can provide a frictionless experience for our users and deliver mutual strategic growth and innovation.

“
In today's interconnected business landscape, no single company can have all the answers. By collaborating with other industry leaders, we're able to expand our capabilities and provide even greater value to our customers. It's only by forging strategic alliances that we can learn from each other, leverage our respective strengths, and deliver the platform our customers need to unite, engage, and empower their workforce.
”

Steve McGettigan, VP Professional Services and Partnerships

OUR STRENGTHS

- ✓ Wide-ranging components, from templates to preconfigured integrations.
- ✓ Useful functionality that applies to real-life emerging concerns: from AI content summarization, to offline reading for frontline workers with no data connection.
- ✓ An external knowledge and community platform that can be extended in combination with customers' intranet and used for ideation, learning, and knowledge exchange.
- ✓ Option for administrators to configure the branded experience and install application connectors (like a calendar or an email widget) from the Feature Store without technical skills.

#2 Widening access to the workplace

At Unily, we know our product has the potential to improve access to work for those whom a traditional workplace is difficult to navigate. The Unily platform allows for a consistent and inclusive employee experience, whether you work at a desk or on a shop floor, at the office or at home, part or full time.

At Unily, the question has never been “why is it important?” but “how do we do it?” That’s what gave me the energy and excitement to join Unily as Digital Accessibility Manager.

Since joining Unily 18 months ago, I’ve worked to promote awareness of accessibility across the company and to equip staff with the knowledge and skills to incorporate inclusive design principles into their work. Throughout this time, I’ve not met a single person who’s dismissed the importance of accessibility.

As a company, we recognize that digital accessibility is an ongoing journey rather than a single project with a definite start and end. And while we aim to comply with web content accessibility guidelines, our main focus is on improving overall usability and experience for all our users.

Some of our key achievements have included launching a client-facing accessibility knowledge hub, with resources tailored to different roles; delivering accessibility training sessions for different roles across the company including QA, testing, development, and UX – this was organized through an external provider and was well received by all attendees; and speaking about accessibility at our company-wide townhalls.

Within our own technology, in the past year we have carried out considerable work to enhance support for screen readers, something we aim to continue to build on for other assistive technology and users. I have also introduced more formal processes such as integrating accessibility standards into our completion criteria, implementing annual external platform audits, providing clients with ongoing accessibility support, and establishing an Accessibility ERG in partnership with HR. Our recent platform audits indicate the majority of identified issues are already tracked in our backlog, demonstrating increased prioritization of accessibility.

While work remains ongoing, I am encouraged by the progress made in embedding accessibility into Unily’s culture and processes over the past year. I hope to continue hearing people asking the question “How can we do it?” as we continue our innovations in this area.

Chamandeep Singh Grover
DIGITAL ACCESSIBILITY MANAGER



LISTEN TO THE PODCAST
“Unlocking Inclusivity with Intranet Accessibility”

DIGITAL ACCESSIBILITY

Technology is changing the world of work, empowering employees to do more and collaborate in exciting and innovative ways. Yet for those with physical, sensory, or cognitive impairments, accessing workplace technology can be both a challenge and an opportunity.

At Unily, we are committed to the highest standards: we are independently audited against internationally recognized accessibility guidelines. From easy to read fonts and high contrast modes, to screen reader and narrator functionality; AI assisted visual caption to desktop and mobile compatibility, we ensure our platform is designed for a range of needs.



#3 Digital security

The security of our customers’ data is of utmost importance. We use the latest technology and processes to ensure their platforms are protected and secure, and that their employees’ personal data remains private. Our entire information security program is built on the ISO 27001 framework, and we complete re-certification and surveillance audits annually. We also adhere to other internationally recognized best practices, including SOC 2 Type II standards and the STAR program.



THOUGHTFUL AI INTEGRATION

AI has transformative potential within the world of digital employee experience, and the recent rise of generative AI has highlighted and accelerated this trajectory. At Unily, we are integrating emerging AI capabilities to enhance the value of our platform. At the same time, we are consciously monitoring and embracing new AI legislation. This will help guide the path of AI innovation, ensuring new services are highly secure and closely aligned to agreed-upon societal ethics, protecting the individual and the organization.

Driving value for our customers.

SUPPORTING OUR CUSTOMERS

Our Customer Success team are the frontline experts on what our customers want and need, solving their challenges, driving return on investment, and ultimately bringing their employee experience goals to life. The three pillars of customer success are:

- **Strong relationship management:** taking a partnership approach to nurture and mature customer loyalty.
- **Driving customer value:** identifying goals and developing solutions.
- **Product adoption:** improving user experience and driving productivity and retention.

The majority of our customers have a dedicated Customer Success Manager that becomes

an extension of their team. This relationship is structured through quarterly executive business reviews and regular catch-ups to ensure everyone can stay on track to meet their goals. Our CSMs are expert number crunchers, translating click-throughs and adoption rates into meaningful impact on a company's bottom line. They also proactively review that data to pinpoint ways to evolve a customer's strategy to maximize their usage of the product.

OUR MISSION
"Engage, empower, and inspire employees everywhere."



"In the Customer Success Team, we take pride in being a partner, not just a vendor. We take the time to understand our customers' unique business goals and strategic initiatives. With this insight, we're able to provide tailored, nuanced recommendations that are steeped in best practice and enable us to drive real business impact for our customers. We provide solutions that move the needle on their most pressing objectives and by becoming a true strategic partner, not just a software provider, we can unlock the full potential of our platform to drive transformative outcomes for our customers."

Fran Slattery, Head of Customer Success



CASE STUDY: Estée Lauder Companies

With brands sold in more than 150 countries and 60k employees working across diverse roles and locations, Estée Lauder Companies (ELC) needed a state-of-the-art employee experience platform to fuel culture and engagement across the enterprise.

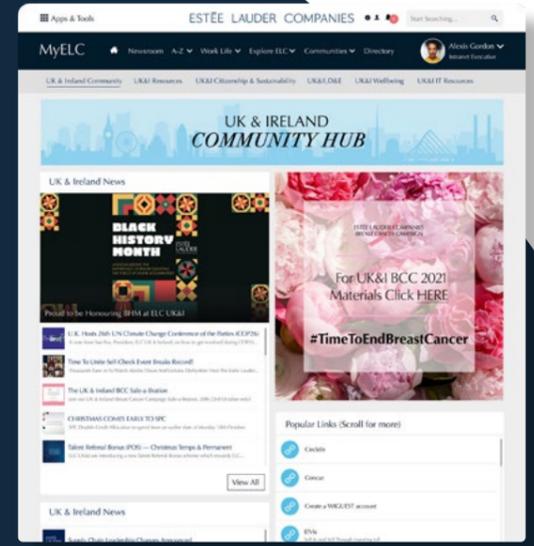


Our vision for our digital workplace was one where it was there for everyone. We have workers in retail, out in the field, and in corporate – it's typically very hard to have one platform that really works for everyone. We wanted to make it so that people could connect with each other and have easy access to information, no matter where you were in the world, no matter what language you spoke, and no matter what device you're using.

Kerry O'Donnell, Executive Director Technology Lead, ELC



Not only did ELC want to drive engagement with internal communications, but they also wanted to transform productivity and collaboration with a central platform that could connect and empower every employee with intuitive access to the people, systems, and knowledge they need to succeed.



ELC is a complex organization with a matrix of brands, regions, and roles that meant the new platform needed to serve a diverse range of use cases. A new generation of employees with high digital expectations required a platform that could deliver 'consumer-grade' experiences. As a prestige beauty brand, the enterprise needed a platform that would be as beautiful to look at as it is to interact with. With 1000+ applications used by the workforce, employees needed easy access to the app or tool they require.

[READ THE FULL CASE STUDY](#)

MyELC was chosen by the Nielsen Norman Group as one of the World's Best Intranets of 2022.

"ELC's intranet must support a large and diverse workforce, and its innovative design rises to that challenge with ease. MyELC celebrates the organization's culture, strategy, and peer-to-peer communication while promoting productivity and collaboration to fuel the business."

Jakob Nielsen, UX Pioneer at Nielsen Norman Group

Amplifying customer voice

Taking the time to give our customers a voice, and responding to their feedback, is a critical component of our mutual success. We have put in place various processes for gathering feedback and have some exciting developments planned for the future.

FEEDBACK CHANNELS

- ✓ A biannual Net Promoter Score gives a pulse check on customer sentiment, helping us to identify customer champions and risks, and gather valuable insights through qualitative feedback.
- ✓ Core accounts meet with Unily ELT and senior management quarterly. With stakeholder mapping being a 2024 priority for our Customer Success team, the seniority of the contacts we meet will increase, giving us additional insights into the broader strategic goals of our customers.
- ✓ In 2023, we established monthly Product Review Boards, which provide an opportunity for customer-facing teams to share details beyond those available in Ideation. Our August 2023 meeting raised the need for a feature essential to retaining a customer, which was successfully integrated into v.17.
- ✓ Incident closure surveys drive understanding of successes and areas for development.

60%
of features in v.16
were driven by
customer ideation

18%
of all customer ideas
contributed in the 4 years
since launch have been
delivered or are on our
roadmap

WHAT'S NEXT?

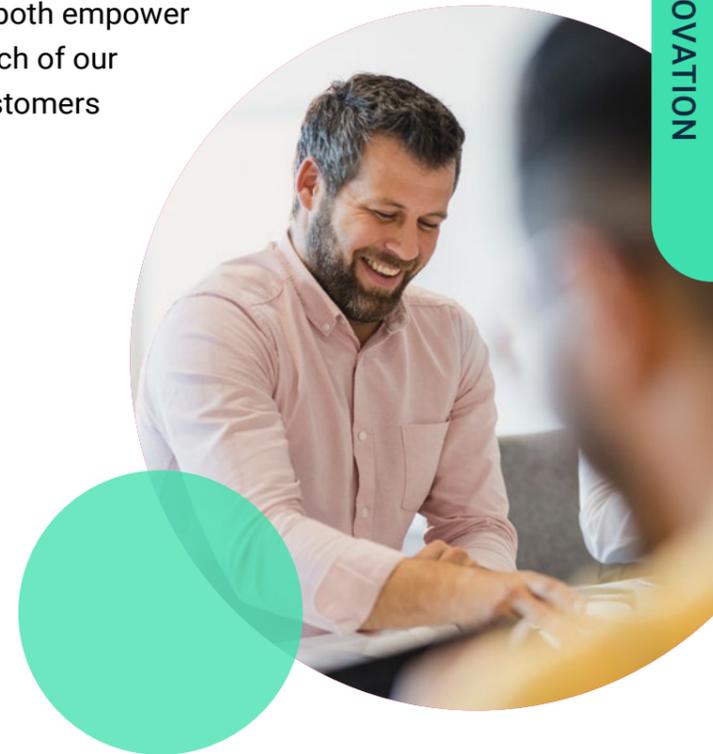
- We will launch a Customer Advisory Board with a group in EMEA and one in NAM. The boards will bring together a range of industries and departments to ensure a diverse range of opinions and ideas.
- We will develop our NPS life-cycle to improve insights into customer sentiment at specific stages in their journey – from onboarding to product launch and beyond.
- We will reintroduce our annual customer satisfaction survey, which will give us a chance to ask targeted questions and help build a more comprehensive insight than our NPS lifecycle might give.



Scaling our impact

As we scale as a business, it's essential that we both empower our customers to self-serve and optimize the reach of our Customer Service and Support Teams so our customers continue to receive the same level of support.

- By adopting a more structured approach towards how we communicate with our customers and manage their lifecycle, we're able to extend our reach on a 1-to-many basis.
- With access to collaboration tools, knowledge bases and our active library of training resources available on Universe, customers can serve themselves with ease.
- By using data to identify trends and behaviors, we can optimize customer value through automation capabilities. Arming the right people, with the right information, at the right time.



“

Hearing the voice of the customer has always been important and we can be proud of what we already do. However, the launch of the Customer Advisory Board and relaunch of our annual customer satisfaction survey will take it to the next level.

Tom French,
Chief Customer Officer

”

A WHOLE UNIVERSE OF SUPPORT

Universe, our customer success portal, provides customers with a comprehensive support network. Whether they need access to a product guide or a live training session, want to exchange best practice with an internal communications expert, or learn more about future developments and submit their own ideas, Universe provides a peer-led solution. The platform can accommodate anyone, from content creators looking for the latest advancements in Unily's CMS to developers, going further, and creating their own unique widgets and digital experiences.

With its own dedicated team, Universe is built on Unily's own platform meaning customers can see the latest product developments first hand. Alongside our technical Support Team and our Customer Success Team, Universe plays a proud part in ensuring customers get the most out of the Unily platform.

CASE STUDY:

Kerzner International

Kerzner employs more than 15,000 people worldwide; a workforce made up of 135 nationalities, based across 19 destinations. iKonnnect therefore needed to provide a tailored experience to colleagues based on the information they wanted and needed, depending on their role, location, interests, and native language.



By committing to doing business at an emotional level, not only for our guests, but also in the way we take care of our colleagues, we ensure they feel valued and supported in an environment that puts people first. By empowering our colleagues to lead with authenticity, refine their skills and embrace their diverse perspectives, we foster a supportive environment that yields impactful results.

Stuart Thomson, Executive VP Global Human Resources at Kerzner

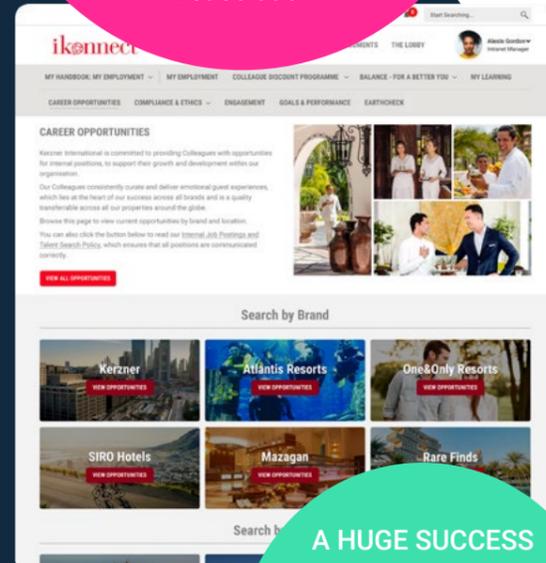


THE SOLUTION

- Connecting the workforce through personalized, tailored experiences powered by AI
- Connecting employees with learning and development opportunities through a self-service learning hub
- Driving internal mobility through searchable vacancies to keep talent in the ecosystem
- Creating a home away from home with an always-on service
- Social recognition spotlights to reward best practice

A KEY CHALLENGE

70% of Kerzner's workforce is employed on the frontline. There is no sitting at a desk involved in the day-to-day life of a chef, lifeguard, or housekeeper, leaving critical communications and culture-building initiatives out of reach in the absence of a mobile-first solution.



A HUGE SUCCESS

In the three years since launching iKonnnect, Kerzner has received the Gallup Exceptional Workplace Award two years in a row.

The last few years have been a record-breaking success for Kerzner International, with multiple iconic hotel openings, exceptional guest feedback, and incredible global recognition. We are continuously innovating to meet and exceed not only our guest expectations, but also our colleague expectations. It's no coincidence that the advancements we have seen in our colleagues' emotional engagement have happened in parallel with the evolution of our digital employee experience platform and our partnership with Unily.

Philippe Zuber, CEO at Kerzner



[READ THE FULL CASE STUDY](#)

Endnotes.

WELCOME TO UNILY

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- ² *ibid*
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- ⁶ Energy-efficient cloud computing technologies and policies for an eco-friendly cloud market, European Commission [\[Link\]](#)
- ⁷ Climate crisis: the unsustainable use of online video, The Shift Project [\[Link\]](#)
- ⁸ Cisco annual internet report (2018-2023) [\[Link\]](#)
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- ¹⁰ A New Circular Vision for Electronics, Time for a Global Reboot (2019), World Economic Forum [\[Link\]](#)
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- ¹³ Digital for climate scenarios, World Economic Forum [\[Link\]](#)
- ¹⁴ Achieving 100% renewable energy with 24/7 monitoring in Microsoft Sweden, Microsoft Azure [\[Link\]](#)
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- ¹⁶ Environmental progress report, Apple [\[Link\]](#)
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- ¹⁸ EcoVadis Business Sustainability Index, 2018-2022 [\[Link\]](#)

REACHING NET ZERO

- ¹⁹ Microsoft Azure sustainability [\[Link\]](#)

COMMUNITY IMPACT

- ²⁰ Treloar Trust Website [\[Link\]](#)

REIMAGINING EMPLOYEE EXPERIENCE

- ²¹ Gartner Press Release (2021) [\[Link\]](#)
- ²² Are remote workers and their organizations drifting apart?, Gallup (2023) [\[Link\]](#)
- ²³ State of the Global Workplace: 2023 Report, Gallup [\[Link\]](#)

Acknowledgements.

Thank you to all those members of the Unily team who contributed their time and support for our first Impact Report. In particular, we thank Jenny May and the ESG Team for their tireless efforts in gathering data, conducting research, and crafting the narrative of our impact journey.

Thank you to our customers, partners, shareholders, suppliers, and wider community for all your support over the years and for allowing us to include your stories alongside our own.

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