



tapmyback
stronger teams

The simplest tool for Employee Recognition and 360° Feedback

26/02/2018 @ ISEG

Como nasceu o Tap My Back?

COMON

USER MARKETING AGENCY

A equipa da comOn estava a crescer rápido, mas os índices de felicidade pareciam estar a diminuir

B U I L D U P L A B S

S T A R T U P S T U D I O

Problem

- ***64% of employees that quit their jobs, say they don't feel recognized.***

U.S. Department of Labor, Bureau of Labor Statistics

- **90% HR Leaders don't believe in traditional performance reviews.**

CEB conducted Research

- ***For employees, feedback is more impactful when it is given immediately.***

Washington Post

- ***Disengaged employees are estimated to cost the U.S. between \$450 billion to \$550 billion.***

Gallup Poll

Annual Performance Review vs. Continuous Feedback

Annual Reviews

Not accurate

Demotivating

Top Down

Very expensive

Continuous Feedback

Real-time

Culture of Feedback

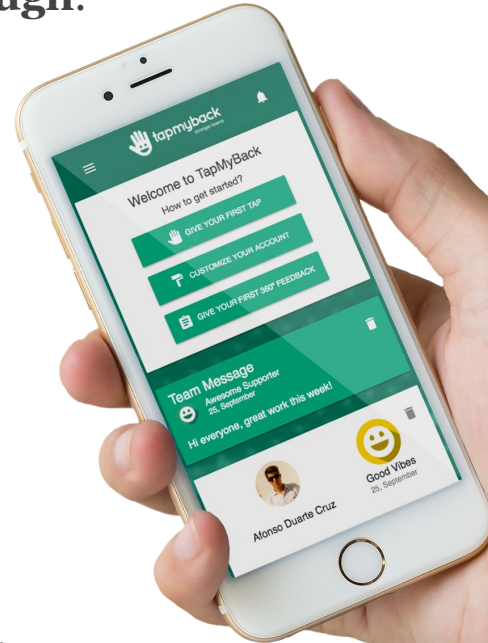
Feedback in any direction

More accurate and impactful

Solution

The **Annual performance review isn't enough.**
Employees demand **Continuous feedback.**

Tap My Back is a simple tool that **enables real-time work appreciation and feedback** to improve employee engagement

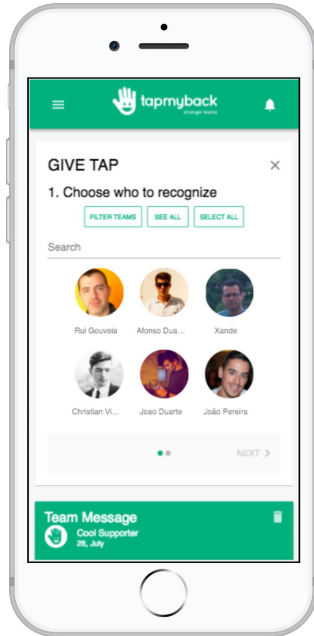


FORRESTER®

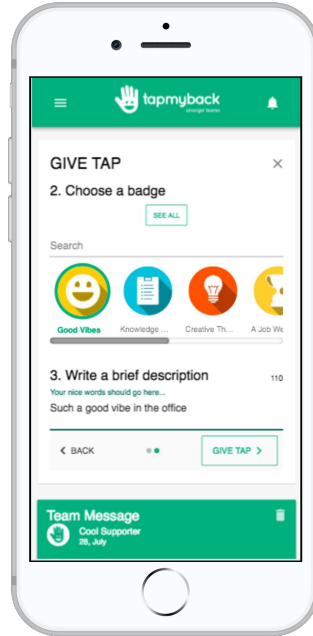
“Tap My Back offer examples of next-generation continuous feedback approaches, development and skills improvement via continual feedback from a network of co-workers.”

In "Transform Employee Performance For Continuous Engagement" Forrester Report, 2016

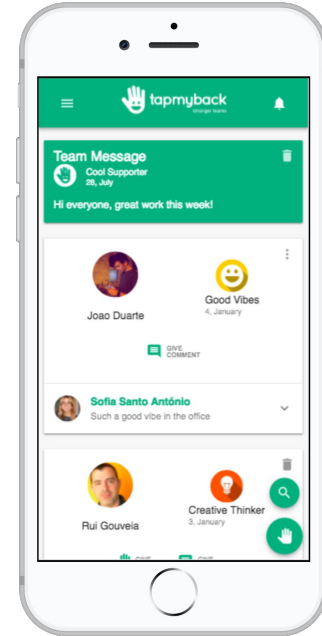
1. Recognition in three steps



Choose **who**
to recognize.



Select a **badge**.
Tell the reason **why**.



Done!
Everyone can see it.



Salvador Barros

Click to check your profile

News Feed

Give a tap

360° Feedback

Ask

BETA

Team Message

Analytics

Manage Account

Change organization



2 People

received a Helping Hand Tap



Salvador Barros

15, February



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Thanks for your amazing feedback to my Ask! Great insights! You can Ask too, and you'll grow quicker than the others that don't ASK. Ahah!



Be the first to comment

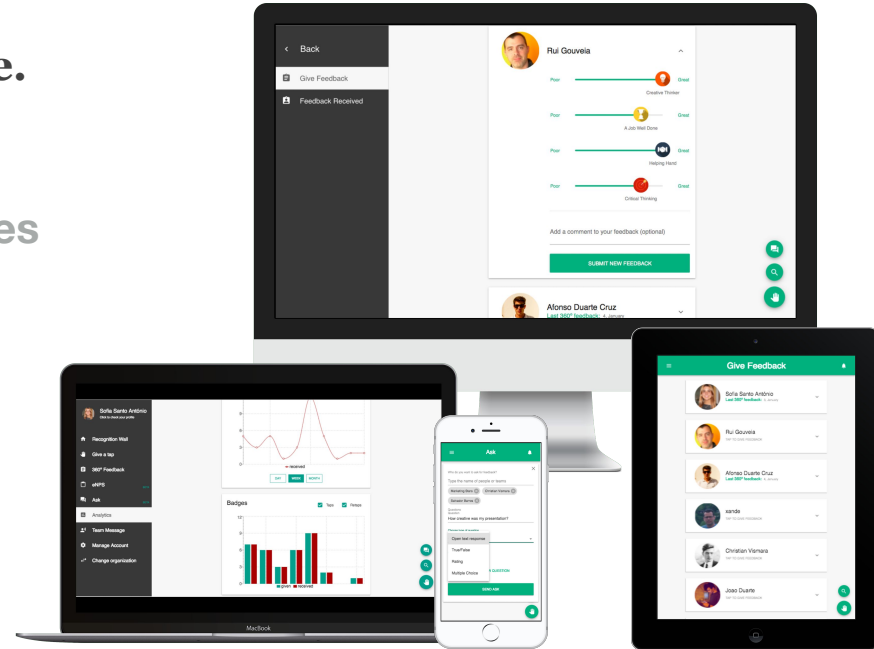


2. Two channels for **Feedback**

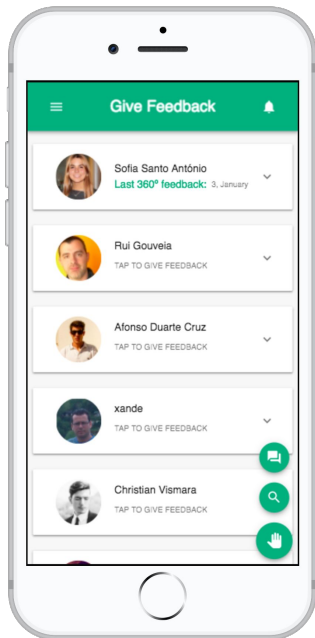
Feedback gains importance when **given in context** and in **real-time**.

Alongside with **scoring for defined badges** people can **send** and **ask** others for **constructive comments**.

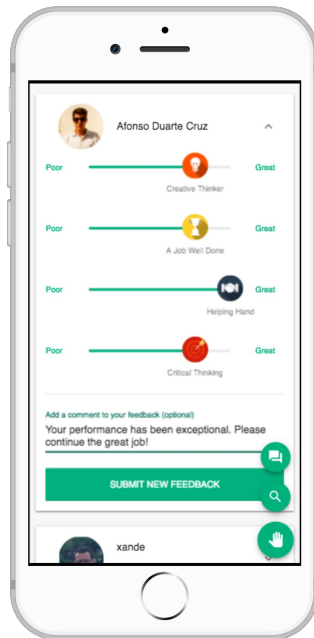
Being it **after a meeting, presentation** or **task delivered**, constructive feedback happens **when it really matters**.



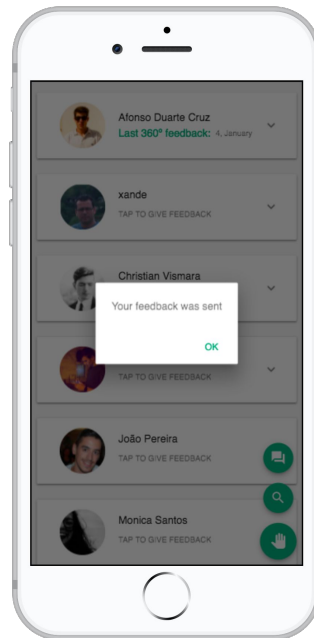
- 360° Feedback



Choose **who**
to **give** Feedback to.

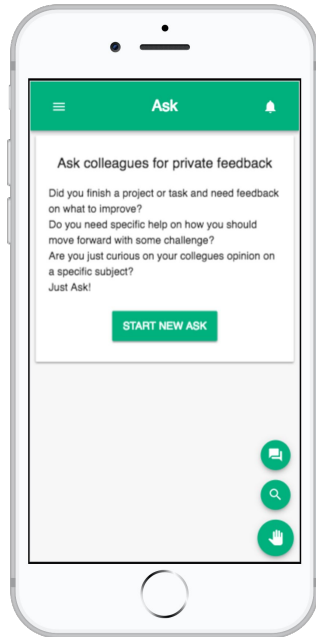


Share valuable
insights.

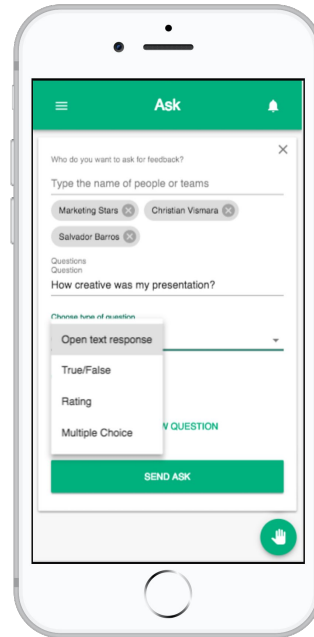


Done!
Feedback sent.

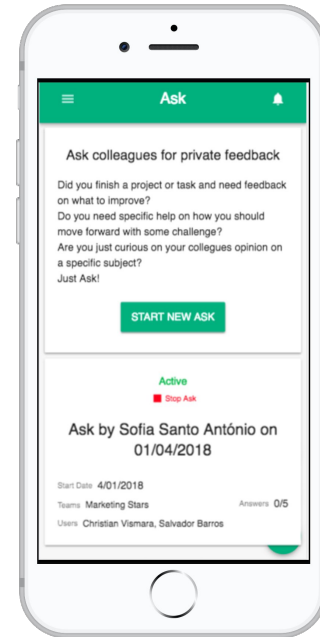
- Ask



Ask privately about your performance.

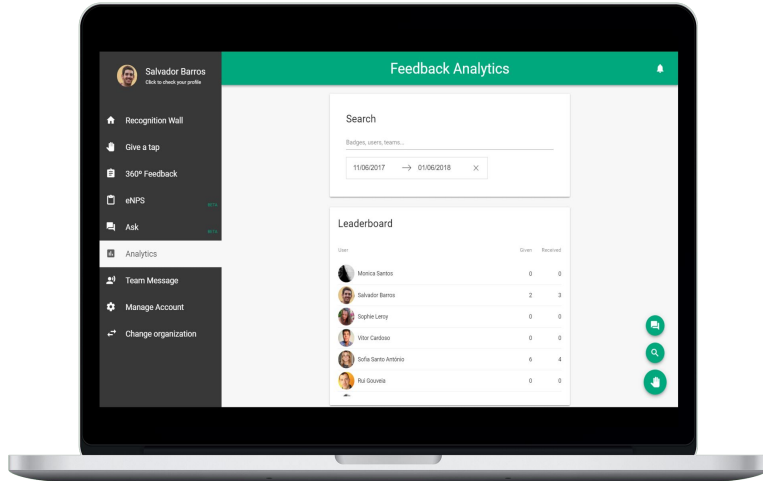


Choose **who** and **how** to ask for Feedback.

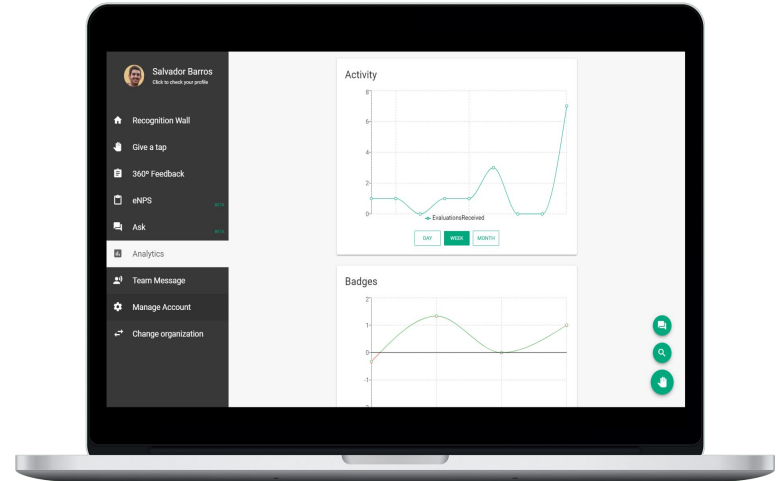


Done! Receive valuable insights from your peers.

3. Analytics & Insights



Visualize **leaderboards** and Spot **circles of influences**.



Identify **feedback patterns** and track **employee engagement status**.

Value proposition

Three types of feedback:

1. **Recognition**

2. **Feedback**

Employee Engagement

Actionable Insights

3. **Analytics & Insights**

Happy clients

“Tap My Back is a **simple** and **fun** tool that through recognition stimulates employees to become better. A feedback with **no barriers** or **hierarchies** is its most important value.”



Ana Mariani
Internal Communication Supervisor,
McDonald's Portugal

“Tap My Back has been serving the purpose of increase our group's motivation and **team spirit**. The **social** and **gamification** components are crucial to improve **engagement**.”



Joaquim Leal
Head of Internet & Mobile, Millennium BCP

“Tap My Back program has been received strongly by our organization. A great tool to show employees **recognition**. Outstanding **customer support!**”



Gary Prignano
Senior Facilities Manager, CBRE

“Tap My Back has allowed us to provide another **easy** and **simple** way for our leadership program participants to **share feedback** with one another, which is a crucial skill that we strive to help leaders develop.”



Tosh Hudson
Client Relationship Manager,
University of Arizona

Ideal Customer Profiles

- *Franchises*
- *IT & Services*
- *Universities*
- *Marketing & Communication agencies*
- *Retail*



Amazing Team



Salvador Barros

CEO



João Pereira

Full-Stack Developer



João Duarte

Growth Hacker



Afonso Cruz

UX/UI Designer

Thank You!

Take advantage of our
[7-days Free Trial.](#)



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