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## Invoke Solutions Announces Partnership with HR.com

### *Invoke's Technology to Monitor Industry Trends & Harness Critical Employee Feedback*

WELLESLEY, Mass.—November 2, 2005—Invoke Solutions, a leading innovator of real-time, interactive research technologies, today announced its partnership with HR.com, the largest research and web destination for human resource executives. HR.com will resell the Invoke platform and use the Invoke technology to conduct research on its own membership base and connect with HR.com members about critical issues in the human resource industry today.

Invoke Solutions and HR.com see a growing need in the human resources industry for fast, actionable feedback from company employees. Traditional methods such as surveys and focus groups often fail to deliver the insight needed for confident HR decision-making. Invoke's real-time researching platform allows companies to have live, interactive dialog with large groups of employees and gain immediate and anonymous feedback not previously possible.

According to initial research conducted with HR.com's members, there is a strong need for better employee insight in order to:

- diagnose employee satisfaction levels and morale
- improve the development and implementation of new HR programs (such as benefits packages)
- facilitate change management by identifying employee concerns and tracking progress

"The Invoke researching platform provides a highly effective means to gain incredibly valuable and critical feedback from your workforce," said Debbie McGrath, CEO of HR.com. "Surveys collect data but are not flexible and cannot find out the 'why behind the what'. Invoke eliminates the need for face to face focus groups by combining surveys or message boards with real-time webcasting platforms to analyze both quantitative and qualitative feedback instantly."

"HR.com is a powerful strategic partner for Invoke as the human resources industry begins to embrace new technologies to keep a steady pulse of their workforce," said Corey Torrence, Invoke Solutions' Chairman and CEO. "Working with industry expert HR.com allows us to further integrate our solution into some of the nation's most influential companies and innovators in human resources."

In recent research sessions conducted by HR.com on the Invoke platform, 50 top human resource executives discussed two critical issues facing executives today: the rising cost of healthcare and employee leadership programs.

## **Healthcare Costs**

In the forum, human resource professionals discussed rising healthcare costs. Seventy percent of participating executives consider the rising costs of healthcare a major issue that they have limited control over. Various potential changes to employee benefits programs were discussed, but insight into the impact on employees was often lacking.

Invoke's *Benefits Package Testing* solution allows human resource professionals to present ideas on new initiatives to employees, assess preferences, and capture key feedback from their workforce. With this insight, decisions surrounding new benefits initiatives can be made more confidently, quickly and with a deeper understanding of the potential affect on the employees.

## **Employee Leadership Development**

When HR.com brought human resource executives together on the Invoke platform to discuss the topic of employee leadership they asked how comfortable the executives are with their current employee leadership programs. Forty percent were uncomfortable with their program and unsure how to improve it.

Invoke's *Employee Leadership Development* solution offers HR executives a highly effective way to capture critical feedback from their employees about their personal objectives, development needs, perceived barriers to advancement, and goals for growth within the corporation. This insight can be used to create superior leadership development programs.

In the future, HR.com and Invoke will conduct ongoing industry research sessions to monitor trends in the industry.

## **HR.com Limited**

Established in 1999, HR.com Limited is in business to help build great companies by connecting them to the knowledge and resources they need to effectively manage the people side of business. As the global authority, we deliver HR Best Practices to help organizations build great companies through community, collaboration, research, shared best practices, and measurements. HR.com is funded by the leading venture capital firm Ventures West and private investors.

## **About Invoke Solutions**

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Global 2000 companies and Invoke partners for marketing, new product, employee, and voter insight, Invoke is rapidly becoming the standard platform for organizations that need to make confident, continuous, and fact-based decisions fast.

For more information about Invoke Solutions, visit [www.invoke.com](http://www.invoke.com).