



## PRESS RELEASE

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### **Invoke Solutions Helps HR Outsourcers, Businesses Improve Strategic Decision Making and Investment in Human Capital Programs**

Invoke Technology Puts HR, Management Directly in Contact with Employees for Immediate, Live Insight into Cares, Concerns

**HRO WORLD CONFERENCE, New York, NY – April 12, 2005** – Invoke Solutions, a leading innovator of real-time, interactive research technologies, today announced its technology is helping businesses better manage their human capital by transforming how employee insight is integrated into HR decision making. Invoke's real-time research platform allows companies to have live, interactive dialog with large groups of employees and gain immediate and anonymous feedback in a way not previously possible.

Traditionally, businesses have used focus groups – a small number of people – or surveys to gain employee insight and feedback. These processes are time consuming, and often the information obtained is dated by the time a business is able to act upon it. In addition, these methods are very limited in the ability to probe deeper on key issues that surface or to obtain truly honest, unbiased feedback from employees.

Using the Invoke Solutions platform, HR outsourcers or corporate HR officials are able to easily have an anonymous real-time dialog with over 150 employees where information is presented and detailed feedback is received in a live, interactive environment. During an Invoke session, up to 40 decision makers and subject matter experts (from any location in the world) can observe the results as they are uncovered and dynamically drill down to further explore key issues that emerge. This helps businesses uncover the true drivers of employee satisfaction extremely quickly and learn of employee cares and concerns before issues escalate into serious, corporate-wide problems.

Allan Schweyer, executive director of the Human Capital Institute has said, "Technology has brought new capabilities to managing human capital, such as the ability to communicate with employees often and quickly to include their thoughts and views on initiatives and directions under the consideration of senior management. The benefits include better insight into developing HR and talent management programs that have a real impact on strategic issues such as employee engagement, performance and retention."

The business process applications for which the Invoke platform can be used are almost limitless. Some examples include:

- Real-time Employee Satisfaction Studies – regularly scheduled for checking the “state of the union” or ad hoc to respond to urgent situations
- HR Program Development and Implementation – identifying needs, testing solutions and measuring success (e.g. training or new benefits programs)
- Merger and Acquisition Integration – tracking progress and measuring success
- Change Management – establishing a baseline, identifying concerns, and measuring success

“Every CEO knows his or her employees are the most important asset – the people define the company and affect its capacity to perform,” said Corey Torrence, Invoke Solutions’ Chairman and CEO. “Involving employees, knowing what they think and understanding why can positively impact a company’s ability to deliver effective human capital programs and create a work environment that fosters pride in the workplace and a desire to succeed.”

Global companies have found that Invoke sessions are a very effective forum to gather sincere and extremely constructive employee feedback due to the anonymity, dynamic questioning, and qualitative responses that the platform provides.

“The Invoke platform has allowed us to gain honest and unbiased feedback from our employees. The insight generated from Invoke studies has been highly valuable to Pepsi in HR planning and decision-making,” said Janine Waclawski, PhD., Pepsi-Cola Company.

### **Invoke Solutions Demonstrates Live Session at HRO World 2005**

Invoke Solutions will demonstrate its platform for HR professionals at HRO World 2005 April 12 – 13 at the New York Hilton Hotel in booth 1132. In a live session titled, “**Inside the Mind of the Employee,**” Invoke will show how its platform allows HR professionals to gain anonymous feedback from employees on their feelings about employee benefits, recognition, and work/life balance issues. The results will provide both qualitative and quantitative data for instant insight and analysis.

### **About Invoke Solutions**

Invoke Solutions is a key player in the knowledge and insight industry, helping to drive the transformation from traditional research methods to very rich, real-time solutions. Already used by many Global 2000 companies in the CPG, high-tech, pharmaceutical, and entertainment industries, Invoke is rapidly becoming the standard platform for organizations that need to make continuous, fast, fact-based decisions.

In response to the need to make faster decisions based on greater customer, employee or consumer insight, Invoke Solutions developed a unique, interactive platform that provides both qualitative and quantitative research in a single real-time session. The Invoke platform enables users to harness the power of the Internet to generate immediate insight from their target audience through a live interactive dialogue with 150 or more participants, witnessed by 40 real-time observers armed with powerful analytic tools.

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

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