

Big Leap Receives the Prestigious HX Award from Olumo, Inc.

In recognition of Big Leap's continued business growth due to its unwavering commitment to its People and Culture, Olumo presents the HX Award to Big Leap Executives and Team



Utah, Lehi, May 7, 2021 ([Issuewire.com](https://www.issuewire.com)) - Big Leap, a leading Digital Marketing Agency built on Trust, was presented the HX Award by Olumo, Inc. The Olumo HX Award. The Olumo HX Awards is the most prestigious employer award given due to the comprehensive measurements and 3rd party verified efforts a Company must demonstrate. Companies that receive the HX awards demonstrate a 365 day per year commitment to their people by creating a Human Experience – At Work.

The Human Experience is defined as the wholistic experience people are having with their organization. The Human Experience is quantified through 10 primary Experience Campaigns. The primary Experience campaigns are: Well Being, Engagement, Leadership, DE&I, Alignment, Total Rewards, The Customer, Life Cycle, Systems, & Team. Within each experience, campaigns are individual metrics that quantify the campaign. For example, the Well Being campaign has 7 individual metrics among which are Work-Life Balance, Psychological Safety, & Personal Growth. All metrics are collectively combined into the collective Olumo Score.

The Olumo score is generated on a monthly basis and is derived from all feedback received. All scores are benchmarked according to Industry, and Organizational size. Organizations agree to be actively

measured on a daily basis. Each individual within the organization is delivered randomized questions that are derived from the individual metrics within the 10 Experience Campaigns. Olumo delivers weekly qualitative and quantitative questions that create numerical measurements and sentiment analysis to drive growth and engagement.

“Our commitment to our People and Culture customers is unwavering” stated Keri Kraatz, Big Leap’s Head of Human Resources who was on hand to receive the award from Olumo’s executives. “Founder and CEO, Bryan Phelps, has set the pace for all of us to follow at Big Leap and we want all of our people involved and Olumo has given us that ability” Kraatz, explained to Daren Hogge, Olumo CFO. Marshall Paepke and Jess Perry from Olumo were also on hand for the award presentation. Paepke, an industry expert in Human Analytics stated, “it is very rewarding to see a company that I admire, like Big Leap, embrace the Olumo tool and maximize its benefits.”

“We are a People Analytics Company that drives engagement, inclusion, and culture,” said Robert Brown, CEO of Olumo. “Big Leap is a great example of what can be accomplished, even during times of great challenge, when you are committed to being the best!”.

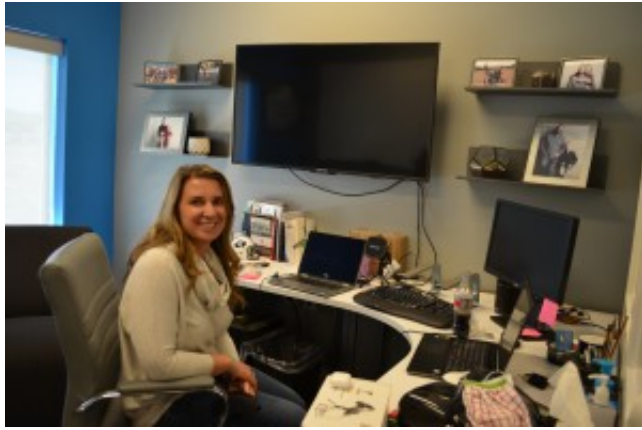
“Conventional methods for measuring sentiments – such as periodic review sessions or surveys – are static and backward-looking. Olumo allows for two-way anonymous conversations, which speed up results. Big Leap has a history of putting people first, which makes them a perfect Olumo partner because we share a similar vision.”, continued Brown.

About Olumo

Olumo is a people analytics platform that helps companies attract, retain, and develop their people. Olumo has created a simple, yet elegantly powerful solution that gathers feedback contextualizes it into actionable data and initiates a process that creates employee buy-in and engagement while solving organizational problems. Olumo takes a data-driven, yet user-friendly approach to measuring feedback by gathering “live” responses on over 70 key relationship metrics. These indicators provide an understanding of your people’s overall workplace experience. For more details, please see www.olumo.com.

About Big Leap

A Digital Marketing Agency Built on Trust – Our agency is founded on trust, focused on relationships, and motivated by our client’s long-term success. Big Leap specializes in SEO and takes a holistic approach to online success by offering additional digital marketing services to take your results to the next level. To learn more about the Big Leap opportunity, please visit www.bigleap.com.



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Source : Olumo, Inc

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