



Grow your talent!

All the necessary talent management functions
with fast set-up and competitive prices

Table of Contents:

Introduction

360-degree feedback appraisals

Performance interviews

Satisfaction surveys

Client stories

Team

Feature list

Phone:
+372 600 7100
Email:
info@upsteem.com

Upsteem.com OÜ
Reg code 11925988
Sõpruse pst. 151A,
Tallinn 13417

Features list: http://bit.ly/UpSt_Service_2014
LinkedIn: www.linkedin.com/company/upsteem-com-llc
Facebook: www.facebook.com/upsteem
Twitter: twitter.com/upsteem

Portfolio

We serve 30+ clients with a combined workforce of more than 4000 employees. We're proud of our 100% client retention rate. Our customers are active in the following business sectors: the creative industries, road building, and production. Our clients include international and local businesses, government bodies and private SMEs.

Our re-sellers are HR and business development consultants who help to implement our product and core HR service providers, payroll and workforce management solutions providers, who use our API to offer extra value to their existing clients.

Private:



www.creativeunion.com



www.raitwood.ee



www.mekaia.ee



www.imagine.ee



www.trev2.ee

Public:



State Real Estate Ltd
www.rkas.ee



MAANTEEAMET

Estonian Road Administration
www.mnt.ee

International:



www.statoil.ee



Saves Your Energy

www.ensto.com



www.ragnsells.ee



www.transferwise.com

Consultancies and Resellers:



www.self.ee
Estonia



www.brightminds.com
Estonia



www.spokeinnovation.co.uk
United Kingdom



www.talent.vc
France

Introduction

Upsteem.com allows to quickly and comfortably conduct employee evaluations, development evaluations and different satisfaction surveys. The consolidated results are immediately available and help to make faster, better and more transparent decisions in managing talent development and human resource processes.



“One decent talent management software makes managers life easier.”

Tiit Paananen
Former head of Skype

As a manager, you can get:

- simplicity and security in deciding;
- the option to simply apply value-based managing;
- a constantly accessible overview of people's evaluation results and agreements;
- better prior information in compiling new teams;
- the option to apply clear and open staff policies.

As a human resources manager, you can get:

- a quickly accessible overview of each employee's evaluation results over time;
- the option of training employees via newsletters and groups;
- better options for evaluating new employees;
- better options for developing the company;
- options for applying clear and transparent staff policies.

For employees, the social intranet allows, in addition to receiving information from top to bottom, also to forward information from the bottom to top and within the departments of the company. All conducted evaluations and agreements are also accessible to employees – the agreed goals will always be under the eye.

User support will always help you. We will organise data insertion if necessary and help you apply the system. We will train human resources managers, managers and users according to agreements.

360-degree feedback appraisals



- Simple overview
- Use annually or just track probation period
- Suitable for managers and employees
- Ready-to-use system templates
- Easy form creator
- Multiple language support
- Add clients and partners
- Stored results in PDF forms, Excel import



“My personal experience with Upsteem.com 360-degree feedback has been very positive. The system has helped to take the feedback seriously; otherwise it would be random and inconsistent.”

Lehari Kaustel
Creative producer

360-degree feedback users:



Performance interviews



- Simple process
- Send forms back & forth between employees and managers
- Calibration process support
- Managerial overview
- Easy form creator
- Stored results in PDF forms, Excel import



“Upsteem system is reliable and easy to use.”

Maarika Lember
Statoil Fuel & Retail Estonia

Performance interview users:



Satisfaction surveys



- Simple results pages
- Satisfaction and process satisfaction surveys
- Anonymous and named surveys
- Involve the whole organization or just one department
- Discreet reminders and online overview
- Stored results in PDF forms, Excel import



“Answering the questions was easy, and system was understandable to all survey participants. Reports are well presented and easy to read.”

Kerli Leppoja
Statoil Fuel & Retail Estonia

Satisfaction survey users:



Client Stories



MEKAIA (Estonia)
Client since 2011.
Private company.
Employees: 19
<http://mekai.ee/>

Mekaia is the biggest provider of Drupal based solutions in Estonia, providing consulting, user interface, web development, data migration, system integration, accessibility and support.

PROBLEM

Communication between employees and clients. The need to ensure a continuously high level of customer service, and to let clients know that they are getting the right support with maximum engagement from the team.

SERVICES USED AND HOW UPSTEEM.COM HELPED

A 360-degree feedback is used at least once per quarter for project managers involved in customer service, and twice a year for other employees.

WHAT IS ACHIEVED

Mekaia was the first UpSteem.com client who joined the system directly from the Internet. The main value has primarily been to collect customer feedback within a 360-degree survey, but it has also proved useful for collecting the mutual assessment and feedback of employees too.



CREATIVE UNION (Estonia)
Client since 2011.
Employees: 95-100, divided into 8 companies
<http://creativeunion.com/>

Creative Union is a privately owned advertising and marketing company group that is divided into eight business units.

PROBLEM

Maintaining a uniform work rhythm and values in dynamic and creative teams.

SERVICES USED AND HOW UPSTEEM.COM HELPED

Value-based 360-degree evaluation is used for all employees once a year before evaluation interviews. 360-degree feedback is used twice to ease the settling in of new employees – during the probation period and before its end. Upsteem.com's internal newsletter feature is used to ensure effective and clear internal communication links. This allows different departments and projects within the company to communicate effectively and stay on top of projects. In this way all necessary communication is available in one location based on context.

WHAT HAS BEEN ACHIEVED

A far greater level of co-operation and a uniform company culture, which is familiar to all employees, is ensured in all companies of the organization. The main values come to life for each employee whenever they fill in the feedback form for themselves or other employees. Some employees have said that they even send the feedback of colleagues to their parents by e-mail – for them to see how good the colleagues think their children are as workers, even if the employees have not visited their parents very often! The result is a strong sense of community, as well as a better and more efficient working environment.

RAITWOOD

RAITWOOD (Estonia)

Client since 2012.

Privately owned.

Employees: 140

<http://raitwood.ee/>

Raitwood delivers finishing materials and construction timber produced from Nordic softwood.

PROBLEM

Improving the quality of management after the company's growth. Collecting opinions and attitudes towards the managers' activities with the goal of improving the quality of management, and increasing efficiency. Enabling interns and new employees to settle into the company quickly and seamlessly.

SERVICES USED AND HOW UPSTEEM.COM HELPED

The 360-degree feedback system for managers was used, and has been implemented in phases to make it easier for managers and staff to adapt. The direction has been a step-by-step approach using a top-down management delivery system to filter the new methods from senior management down to the shop floor. In recent years, the system has also been expanded to all newcomers and interns.

WHAT IS ACHIEVED

Thanks to the improvement of management communication, it has been possible to pass several important decisions. The best sales worker of the company was the manager of the sales department, whose results were 2-3 times better than all other employees in the same department. Thanks to collected feedback, a joint decision was adopted, resulting in prohibiting the manager to be directly involved in sales. As a result, the manager had no other option than to focus on their responsibilities in managing the entire sales team. The result has been the 40% improvement of the sales results of the entire company for the quarter since the change was implemented.



Estonian State Real Estate Ltd

STATE REAL ESTATE Ltd (Estonia)

Client since autumn 2014.

Government owned.

Employees: 157

State Real Estate Ltd is established with the objective to guarantee the saving and effective provision of the real estate service to the executors of state authority.

PROBLEM

Execution of annual performance interviews. Management of the process, data digitization and providing collected data back to managers. Development of managers through feedback.

SERVICES USED AND HOW UPSTEEM.COM HELPED

The whole organization used the performance interview module to assess overall levels of performance. Managers also utilised the 360-degree feedback solution. Support for performance interview questionnaires was provided.

WHAT IS ACHIEVED

Smooth and rapid implementation phase (including data transfer). Thorough preparation of questionnaire to align survey questions with client's business strategies and goals. Customized and well researched questions allowed for a comprehensive picture of the organization's effectiveness. Within the 360-degree feedback project carried out for management level employees, Upsteem.com enjoyed well-structured and successful co-operation with an independent HR consultancy bureau, resulting in a more comprehensive overall picture of the strengths and weaknesses of the internal management process.



STATOIL FUEL & RETAIL AS (Estonia)

Employees: 460

<http://www.statoil.ee/>

Statoil Fuel & Retail is part of Alimentation Couche-Tard Inc. Providing smart fuel solutions and convenience to customers on the move across Estonia (46 stations).

PROBLEM

Statoil had previously conducted employee satisfaction surveys with customized research companies, but it was expensive and time consuming. A parallel organization had already implemented an UpSteem central talent management system, which offered a better return of data, delivered in a shorter time period.

SERVICES USED AND HOW UPSTEEM.COM HELPED

An employee satisfaction survey for back office in 2013 and satisfaction survey of sales personnel (front line at service stations) in 2014.

WHAT IS ACHIEVED

Although there was a critical need, the implementation of a central talent management system postponed satisfaction surveys in the organization. Upsteem supported the set-up of survey questionnaires, provided a smooth and flawless environment for the execution of the satisfaction survey, and assisted to collate and summarise the analysis of results.

CUSTOMER FEEDBACK

Kerli Leppoja (leading HR Business Partner at Statoil Fuel and Retail Estonia): ***Answering the questions was easy, system was understandable to all survey participants. Reports are well presented and easy to read.***



MAANTEEAMET

ESTONIAN ROAD ADMINISTRATION (ERA) (Estonia)

Client since autumn 2013.
Government Agency.

Operating within the administrative area of the Ministry of Economic Affairs and Communications.

Employees: more than 540

http://www.mnt.ee/landing_en.html

ERA performs the implementation of state policy and development programs, management functions, state supervision, and applies the enforcement powers of the state in the field of road management, traffic safety, public transport and the environmental safety of vehicles.

PROBLEM

The management had recently been switched out in the Estonian Road Administration. The organization had been merged from various bodies in recent years, which all brought their own cultures and extremely varied methods for developing people and collecting feedback. Many units within the organization had no relevant practices at all. The new management had just developed the new main core values of the organization, which needed to be applied across the entire structure of the business.

SERVICES USED AND HOW UPSTEEM.COM HELPED

The system of annual evaluation interviews was implemented, together with mapping the need for training and the opportunity to assess the achievements of a person on probation. A competence assessment model is in use, integrated into the questionnaire for evaluation interviews. We helped to create the initial value-based questionnaires. Thanks to value-based evaluation interview forms, the results of employees were assessed based on uniform principles. The entire culture of the organization was harmonized. The managers also communicated with each other based on the main values of the organization at annual interviews far more effectively.

WHAT IS ACHIEVED AND LESSONS LEARNED

The system was implemented very quickly in the Road Administration. We took part in training staff and management. Due to the speed of implementation, we learned how important the fast and professional provision of user support is. Since the experience with the Road Administration, we have recommended that the system be implemented within the organization, starting from the managers and moving downwards from there. An alternative option is implementing the system by single units of the organization.

Core Team



Karl Laas, Co-Founder and CEO, [Linked In](#)

Karl is an entrepreneur and business consultant, a dedicated leader. In Upsteem, Karl is responsible for business development and bringing IT and sales together. Karl also blogs on talent management and HRTech issues.

+372 53 468 213

karl.laas@upsteem.com

Skype: karl_laas



Edvin Parisalu, COO, [Linked In](#)

Edvin is a former KPMG employee and has experience in Gabelle, a London-based expert tax consultancy. Edvin is responsible for the everyday operations of the business, as well as crucial financial and investor relations. He relies on facts, and builds long lasting business relations.

+372 56 48 0031

edvin.parisalu@upsteem.com

Skype: etsspets48



Katrin Leetmaa, Head of Customer Success, [Linked In](#)

Katrin is managing existing and potential customer relations, also concentrating on cooperation with value added resellers. She has 8 years of HR Management experience and therefore will give valuable input for continuous software development.

+372 52 47 934

katrin.leetmaa@upsteem.com

Skype: katrin.leetmaa



Eva-Maria Artus, Project Success, [Linked In](#)

Eva-Maria manages our sales pipeline account which means she creates new contacts, leads our clients' IT solutions and manages their billing. In addition, she makes contact with API resellers and finds the best solutions for their IT development needs.

+372 51 37 896

eva-maria.artus@upsteem.com

Skype: pirip6rsas



Külli Joosep, Sales Consultant

Külli creates successful connections with our clients to introduce ways to successfully and transparently manage human resources in different organisations and businesses. Külli has previous experience in HR and a professional certificate in the same field. She is always cheerful and is a great communicator.

+372 51 21 565

kylli.joosep@upsteem.com

Skype: kylli.joosep

Phone:
+372 6007 100
Email:
info@upsteem.com

Upsteem.com OÜ
Reg code 11925988
Sõpruse pst. 151A,
Tallinn 13417

Features list: http://bit.ly/UpSt_Service_2014
LinkedIn: www.linkedin.com/company/upsteem-com-llc
Facebook: www.facebook.com/upsteem
Twitter: twitter.com/upsteem

Feature list

- Web based and secure talent management system
- Only SaaS model
- Integration API

Essential HR functions for talent management:

1. Feedback and 360-degree feedback:

- 1.1. Selection of respondent groups: managers, subordinates, peers
- 1.2. Different selection of questions for respondent groups
- 1.3. Remembering respondents for next survey and adding or deleting them manually
- 1.4. Prior editing of summaries before forwarding them to employees, with the option of excluding answers
- 1.5. Person-based summary in PDF format
- 1.6. Graphical summary for scalar questions, including TOP and BOTTOM 5 results.

2. Performance appraisal:

- 2.1. Configurable 2D assessment and calibration of results, including graphical presentation
- 2.2. Prior completion of performance interview by manager and employee
- 2.3. Multiple exchange option for additions between manager and employee (back and forth)
- 2.4. Consolidating needs for training
- 2.5. Person-based summary in PDF format
- 2.6. Graphical summary for scalar questions, including TOP and BOTTOM 5 results.

3. Satisfaction survey:

- 3.1. Satisfaction surveys for employees, in-house processes, executed projects, served customers and clients
- 3.2. The ability to use templates or create a separate questionnaire
- 3.3. The option of creating named or anonymous questionnaires
- 3.4. Summaries by department, separate PDF format and Excel spreadsheets.

Creating forms for survey:

1. Systematic samples for most common questionnaires
2. Option of creating unlimited new questionnaires
3. All standard format question types can be used
 - 3.1. Short and long free-form text
 - 3.2. Scales with and without comments
 - 3.3. Single answer and multiple choice questions
 - 3.4. Prioritising
 - 3.5. Additional comments for answers provided
 - 3.6. Questionnaire for training needs
 - 3.7. 2D evaluation

Statistics and summaries:

1. Ongoing overview of statistics for current surveys
2. Excerpts from research results into Excel
3. Process can be observed across the entire company, reminders for responding can be sent when necessary
4. Consolidated statistics across the company
5. Finished reports always accessible for top managers
6. Graphical summary for entire survey or for each question group
7. API integration.

Intranet functions: collaboration tools to work with your team

1. Messaging, sharing files and calendars within groups, group dashboard
2. Creating projects or groups with clients and sharing information in groups
3. Company newsletter to keep employees informed and up to date
4. Company structure - maintaining the database and contact information of employees
5. Creating 'Job Families'
6. Quick 'team spirit' surveys
7. The ability to request feedback from clients based on projects.

Your data is kept confidential:

Simple, logical, thoroughly tested and secure user rights framework that prevents unauthorized access to personal data. Back-up copies are stored in the Cloud on secure servers.

Consulting and support:

1. Prior analysis:

- 1.1. Prior analysis of organisation and offering a talent management system
- 1.2. Systematising and entering structures
- 1.3. Methodical consultation of feedback system, prior setting of questionnaires and connecting them with the appropriate positions.

2. Applying the environment:

- 2.1. Settings, connecting with other environments
- 2.2. Training the main user and specialists
- 2.3. Pilot project and testing.

3. Conducting a project and follow-up analysis:

- 3.1. Communication videos
- 3.2. Training employees and managers
- 3.3. Consolidated reports.

4. Helpdesk and knowledge base

- 4.1. Friendly and personal helpdesk
- 4.2. Knowledge base, support by e-mail or phone.