



Accelerating Progress with a Unified Approach  
to Measuring the Employee Experience,  
Learning, and Development Journey

July 28 - 30, 2021  
Chicago, IL, USA

**CONFERENCE  
PROGRAM**

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## About Explorance

At Explorance, we believe that feedback matters. From students in higher education to employees at the workplace, feedback is a vital part of the lifelong learner's journey. That's why Explorance's mission is to help organizations create a personalized journey of impact and fulfillment for their people through innovative Journey Analytics solutions.

With the [Blue suite](#) of feedback gathering and analysis solutions, and the [Metrics That Matter \(MTM\)](#) learning effectiveness solution, organizations can gather the insights they need to make the best decisions possible when it comes to recruiting, engaging, and retaining their key stakeholders. As the world's largest provider of Journey Analytics solutions, Explorance partners with more than 750 organizations in 45 countries, including 35% of the Fortune 100 and over 25% of the QS top 100 higher education institutions.

We believe in the human touch at Explorance and are known for our pioneering Culture of Free Will built on autonomy, empowerment, and trust. To our employees, this means the freedom to bring achievement into their own lives. For our customers, it means caring for their needs and helping them succeed. For our communities, it means doing our part to help our neighbors simply because it's the right thing to do. Explorance is ranked the #2 best workplace in Canada by the Great Places to Work® Institute and is headquartered in Montreal with business units in Chicago, Chennai, Melbourne, Amman, and London.

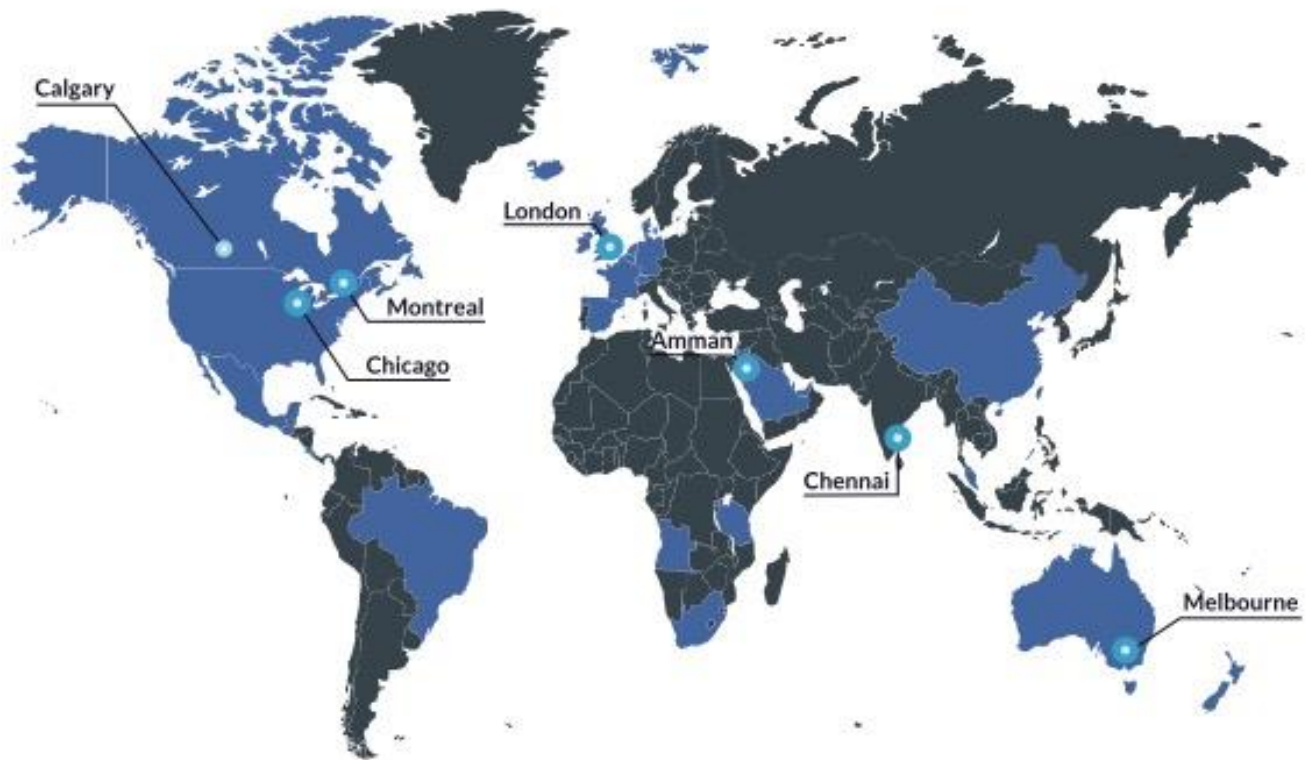


### Explorance

- Explorance Office
  - Explorance Satellite Employee
- 250 Employees

### Customers Worldwide

- 45 Countries
- ~1000 Institutions and Organizations



## Keynote Speakers



**Serena Huang, PhD**  
**Global Head of People Analytics, The Kraft Heinz Company**

Dr. Serena Huang is currently the Global Head of People Analytics at the Kraft Heinz Company. She is a thought leader in people analytics, HR technology, digital transformation, future of work, and employee experience with deep expertise spanning large multinationals including GE, Koch Industries, and Deloitte. Her recent interviews appeared on Workforce.com and Rallyware.

As a data analytics executive, Serena is passionate about leading change, building high-performing global teams, and helping business leaders see data as an asset in large organizations. She excels at showing executives the “art of the possible” through both 1-on-1 dialogues and facilitated hands-on workshops, and co-creating customizable, scalable solutions in predictive analytics in HR, Workplace Strategy, Supply Chain and Litigation domains. Serena has built and led on-shore/off-shore analytics teams and capabilities from the ground up in highly matrixed multi-national corporations over the past 10 years. She holds a Ph.D. in Economics with specializations in Labor Economics and Econometrics.



**Lan Tran**  
**Head of Governance, Technology, and Operations for L&D, The Kraft Heinz Company**

Ms. Lan Tan sets the vision and direction for L&D governance and Kraft Heinz’s Learning Ecosystem, which includes Learning Analytics and Measurement Effectiveness. Prior to joining Kraft Heinz, Lan was a Learning Design Director and the VP of Client Technology and Strategy at Socratic Arts, where she specialized in designing immersive learning experiences for large corporations that improved workforce performance and influenced behavior change.

## Keynote Speakers



**Angela McClure**

**Chief Experience Officer, Fresenius Medical Care North America**

Angela McClure, SHRM-SCP, SPHR, is the Chief Experience Officer for Fresenius Medical Care North America (FMCNA), the world's largest fully integrated renal company providing dialysis services and products to more than 200,000 patients managing chronic kidney disease. Reporting to the FMCNA CEO, she and her team lead the strategy and programs to support the overall experience for patients and their families, more than 70,000 employees, physicians, partners, and other customers. This important work leads to stronger engagement, the delivery of superior quality within a culture of compassionate care, and higher performance. McClure previously served as Senior Vice President of Human Resources for FMCNA. Prior to joining Fresenius Medical Care in 2014, she was the head of HR for Physiotherapy Associates, a Select Medical Company, and prior to that served in various HR management roles with Gentiva Health Services, now Kindred Healthcare. McClure graduated cum laude from the University of North Texas with a BS concentrating in management, human resources and organizational behavior.



**Lorne Rubis**

**Culture Amplifier & Chief Belonging Officer, Belongify**

Lorne Rubis has more than 40 years of culture, leadership and transformation experience as a member of the C Suite in high-profile organizations, throughout North America and Europe. He recently co-founded [Belongify](#) to focus on the evolution from inclusion to belonging in organizations. He advises numerous organizations on culture, including NorQuest where he most recently served as the Chief Culture and Transformation Officer. Prior to working with NorQuest, Mr. Rubis held the positions of Chief Evangelist and Chief People Officer with ATB Financial and was instrumental in advancing ATB Financials' culture. Mr. Rubis held executive positions driving transformation for a number of companies in the United States, including as an officer of a Fortune 50 company and as Vice President, Operations with the Los Angeles Kings. He is a sought after thought leader, speaker, and cultural strategist. Mr. Rubis is a published author and was awarded the 2018 Ivey School of Business / HRD Magazine Canadian Lifetime Achievement Award for his contributions to the Human Resource community and advancing the workplace. He is a member of the Institute of Corporate Directors and an invited mentor at The Unreasonable Group. In 2020 HRD Magazine included Lorne in their Global 100 list. Lorne was appointed to the FortisAlberta Board of Directors in February 2019.

Mr. Rubis holds a Bachelor of Education degree from the University of Alberta and a Master of Science in Industrial and Labour Relations from the University of Oregon. He teaches courses on Culture and HR strategy at the U of Alberta EMBA program and at Harvard's School of Extension.



## Speak with Explorance Staff

Wednesday, July 28			
<b>"I need help with Blue &amp; MTM functionality"</b> (Customer Support station)	Brett Hatton, <i>Senior Consultant</i>	Evan Brock, <i>Application Specialist</i>	Mikako Asano, <i>Application Specialist</i>
<b>"I have feedback"</b> (Product Management station)	Eric Matson, <i>Product Manager</i>	Nitin Sharma, <i>Director, Product Mgmt</i>	Zelbrey Bedard, <i>VP, Product Operations</i>
<b>"I have challenges"</b> (Consultation station)	Rachel Finney, <i>Customer Success Manager</i>	Erin Phillips, <i>Customer Success Manager</i>	Rob Saperstein, <i>Consultant</i>
<b>"I want to see and try what's new"</b> (Demo Lab)	François Bénéteau, <i>VP, Sales Operations</i>	Stephanie Smith, <i>Product Specialist</i>	Tyrel Anderson, <i>Solution Engineer</i>
Thursday, July 29			
<b>"I need help with Blue &amp; MTM functionality"</b> (Customer Support station)	Brett Hatton, <i>Senior Consultant</i>	Evan Brock, <i>Application Specialist</i>	Mikako Asano, <i>Application Specialist</i>
<b>"I have feedback"</b> (Product Management station)	Eric Matson, <i>Product Manager</i>	Nitin Sharma, <i>Director, Product Mgmt</i>	Zelbrey Bedard, <i>VP, Product Operations</i>
<b>"I have challenges"</b> (Consultation station)	Bethany Remely, <i>Customer Success Manager</i>	Dave Gamblin, <i>Customer Success Manager</i>	Rob Saperstein, <i>Consultant</i>
<b>"I want to see and try what's new"</b> (Demo Lab)	François Bénéteau, <i>VP, Sales Operations</i>	Stephanie Smith, <i>Product Specialist</i>	Tyrel Anderson, <i>Solution Engineer</i>
Friday, July 30			
<b>"I need help with Blue &amp; MTM functionality"</b> (Customer Support station)	Brett Hatton, <i>Senior Consultant</i>	Evan Brock, <i>Application Specialist</i>	Mikako Asano, <i>Application Specialist</i>
<b>"I have feedback"</b> (Product Management station)	Eric Matson, <i>Product Manager</i>	Nitin Sharma, <i>Director, Product Mgmt</i>	Zelbrey Bedard, <i>VP, Product Operations</i>
<b>"I have challenges"</b> (Consultation station)	Katie Hoff <i>Customer Success Manager</i>	Andy Harris <i>Customer Success Manager</i>	Rob Saperstein, <i>Consultant</i>
<b>"I want to see and try what's new"</b> (Demo Lab)	François Bénéteau, <i>VP, Sales Operations</i>	Stephanie Smith, <i>Product Specialist</i>	Tyrel Anderson, <i>Solution Engineer</i>

# MTMImpact Symposium 2021 Tracks

These are meant only as guides, not fixed guard rails. We encourage you to attend sessions that pique your interest.



## **Measuring the employee experience: Hire to Retire**

Topics include experience measurement tools for critical HR milestones like recruitment, onboarding, employee engagement, 360s, etc.

- This track is for anyone who is looking to innovate by measuring employee experience in addition to learning.



## **Establishing the learning measurement roadmap**

Topics include early maturity learning measurement best practices – starting to measure systematically, starting to make data-driven decision, beginning to focus on skills and capability in your team

- This track tends to align with clients who are new to using MTM.



## **Building data culture with measurement maturity and data literacy**

Topics include operationalizing processes, automating processes, aligning to business needs, building data literacy, making processes sticky, educating stakeholders, making decisions with data, and recommending actions.

- This track is usually for organizations that have been using MTM and Blue for multiple years.



## **Driving L&D's value for the business**

Topics include optimizing the way Metrics That Matter is used, expanding the use of MTM to other business units, automating insights, conducting special projects (impact studies), moving beyond L&D measurement to connect MTM insights with broader employee experience and talent outcome.

- This track is usually for organizations that have been using MTM for multiple years.

## Program at a Glance – July 28

<b>8:00 AM to 9:00 AM</b>		<b>7:30 AM – 5:00 PM</b>	
<b>Breakfast</b>		<b>Conference Registration</b>	
<b>9:00 AM – 12:00 PM</b>			
<p style="text-align: center;"><b>Pre-conference Workshop</b> Optimizing Your Analytical Processes to Drive Learning Insights and Improvement with MTM <b>Instructors:</b> Rob Saperstein &amp; TBD</p>	<p style="text-align: center;"><b>Pre-conference Workshop</b> Aligning L&amp;D’s Value to Business Drivers – Using a Portfolio Evaluation Model to Demonstrate Impact <b>Instructors:</b> Bethany Remely</p>	<p style="text-align: center;"><b>Community Meetups</b> Blues Community meetup; Learning Measurement Champions Community meetup</p>	
<b>12:00 PM to 1:00 PM</b>			
<b>Lunch</b>			
<b>1:00 PM to 1:05 PM</b>			
<p><b>Welcome and Opening Remarks</b> Yeona Jang, Explorance</p>			
<b>1:05 PM to 2:05 PM</b>			
<p><b>Opening Keynote:</b> <b>Improving Holistic Employee Experience with Analytics: Collaboration, Wellbeing, and Learning</b> Serena Huang, Global Head of People Analytics, The Kraft Heinz Company Lan Tran, Head of Governance, Technology, and Operations for L&amp;D, The Kraft Heinz Company</p>			
<b>2:05 PM to 3:00 PM</b>			
<p><b>Explorance CEO Update:</b> Samer Saab, Explorance</p>			
<b>3:00 PM to 3:20 PM</b>			
<b>Break</b>			
<b>3:20 PM – 4:05 PM</b>			
<p style="text-align: center;"><b>Session</b> Building a Data Culture Foundation <b>Presenter(s):</b> Nicholas Carson, Johnson &amp; Johnson</p>	<p style="text-align: center;"><b>Session</b> Building a Culture of Continuous Feedback Using Blue <b>Presenter(s):</b> Valerie Keels, Gavi</p>	<p style="text-align: center;"><b>Session</b> How to Create Engagement for Learning Measurement in a Global Organization <b>Presenter(s):</b> Rebeca House and Bill Soileau, Schlumberger</p>	<p style="text-align: center;"><b>Session</b> BlueX – Survey Software That Anyone in Your Organization Can Use <b>Presenter(s):</b> François Bénéteau, Explorance</p>



<b>4:10 PM to 5:00 PM</b>
<b>Panel: Panelists: TBD Moderator:</b>
<b>5:00 PM to 5:10 PM</b>
<b>Presentation of Charity Check (\$3,000) Door Prize Drawing (must be present to win) Close for the Day</b>
<b>5:10 PM to 7:30 PM</b>
<b>Cocktail Reception</b>

## Program at a Glance – July 29

<b>8:00 AM to 9:00 AM</b>	<b>7:30 AM – 5:00 PM</b>
<b>Breakfast</b>	<b>Conference Registration</b>
<b>9:00 AM to 10:00 AM</b>	
<b>Keynote:</b> Angela McClure, Chief Experience Officer, Fresenius Medical Care North America	
<b>10:00 AM to 10:45 AM</b>	
<b>Explorance Product Roadmaps: A Look at What is and What is Yet to Come</b> <b>Presenter(s):</b> Eric Matson, Nitin Sharma Sheraidah, Mohammed, Zebrey Bedard, Explorance	
<b>10:45 AM to 11:15 AM</b>	
<b>Morning Coffee Break</b>	
<b>11:15 AM – 12:00 AM</b>	
<b>Session</b> Running L&D Like a Business During A Pandemic <b>Presenter(s):</b> Adrian Voorkamp, Johnson Control	<b>Session</b> TBD <b>Presenter(s):</b>
<b>Session</b> TBD <b>Presenter(s):</b> Marlies De Kluyver, Abbvie	<b>Session</b> Machine Learning for Muggles <b>Presenter(s):</b> Alexis Tremblay, Explorance
<b>12:00 PM to 1:00 PM</b>	
<b>Lunch</b>	
<b>1:00 PM – 1:50 PM</b>	
<b>Session</b> TBD <b>Presenter(s):</b> Brian Roach, Ameriprise	<b>Session</b> Learning Results through the D&I Lens <b>Presenter(s):</b> Katie Gallagher, Ascension
<b>Session</b> TBD <b>Presenter(s):</b> Adri Maisonet-Morales, BCBSNC	<b>Session</b> Experience Measurement Planning with Blue K2M Measurement Guides: Practical Examples from Onboarding Programs <b>Presenter(s):</b> Steven Lange & Justin Taylor, Explorance

<b>1:50PM – 2:35 PM</b>	
<b>Session</b> TBD <b>Presenter(s):</b> Erin Rihman, Sysmex	<b>Session</b> TBD <b>Presenter(s):</b> Adam Zaller, Cardinal Health
<b>Session</b> TBD <b>Presenter(s):</b> Rob Way, Rock Central	<b>Session</b> Implementing MTM: General Guidance and Best Practices <b>Presenter(s):</b> Alan Kully, Explorance
<b>2:35 PM to 3:05 PM</b>	
<b>Afternoon Coffee Break</b>	
<b>3:05 PM – 3:55 PM</b>	
<b>Session</b> TBD <b>Presenter(s):</b> Ryan Sullivan, PPD	<b>Session</b> Overcoming Budget Woes Through L&D Buy-In and Engagement <b>Presenter(s):</b> Kim Plue, Omnicom Media Group
<b>Session</b> TBD <b>Presenter(s):</b> Ekta Lall Mittal, Colgate-Palmolive	<b>Session</b> Avoiding Random Acts of Data Collection: Measurement Planning as a Strategic Enabler of Success <b>Presenter(s):</b> Justin Taylor & Peggy Parskey, Explorance
<b>3:55 PM to 4:45 PM</b>	
<b>Panel:</b> <b>Moderator:</b>	
<b>4:45 PM to 5:00 PM</b>	
<b>Presentation of Charity Check (\$5,000)</b> <b>Door Prize Drawing (must be present to win)</b> <b>Close for the Day</b>	
<b>6:30 PM to 9:30 PM</b>	
<b>Social Dinner</b>	

## Program at a Glance – July 30

<b>8:00 AM to 9:00 AM</b>	<b>7:30 AM – 12:00 PM</b>
<b>Breakfast</b>	<b>Conference Registration</b>
<b>9:00 AM – 9:50AM</b>	
<b>Session</b> TBD <b>Presenter(s):</b> Lisa Prudhomme, Ameriprise	<b>Session</b> TBD <b>Presenter(s):</b> Adam Zaller & Sydney Leach, Cardinal Health
<b>Session</b> TBD <b>Presenter(s):</b> Pete McNally & Emily Hammond, J&J Ethicon	<b>Session</b> What We Heard: 2021 CSAT Update <b>Presenter(s):</b> Marc Lamy, Explorance
<b>9:50 AM – 10:35 AM</b>	
<b>Great Debate</b> <b>Panelists:</b> <b>Moderator:</b>	
<b>10:35 AM – 11:00 AM</b>	
<b>Morning Coffee Break</b>	
<b>11:00 AM – 12:00 PM</b>	
<b>Closing Keynote Speech:</b> <b>Keynote Speaker:</b> Lorne Rubis, Culture Amplifier & Chief Belonging Officer, Belongify	
<b>12:00 PM to 1:00 PM</b>	
<b>Lunch</b>  <b>12:45PM</b> <b>Presentation of Charity Check (\$10,000)</b> <b>Door Prize Drawing (must be present to win)</b> <b>Closing Remarks, Yeona Jang</b>	

## Keynote Speech Descriptions

<b>Wednesday, July 28</b>	
<b>Keynote:</b>	<b>Improving Holistic Employee Experience with Analytics: Collaboration, Wellbeing, and Learning</b>
<b>Speakers:</b>	<b>Serena Huang, Global Head of People Analytics, The Kraft Heinz Company Lan Tran, Head of Governance, Technology, and Operations for L&amp;D, The Kraft Heinz Company</b>
<p>Now more than ever, it is undeniable that the right employee experience can be one of the most important drivers of wildly successful business strategies. The C-suite knows it. Board of Directors and investors know it. All of us in the employee and learning analytics industry have known it for a long time. In today’s changing world, how does HR define a holistic employee experience that balances wellbeing, growth, and business results? And how do they create a measurement strategy relevant to the business? One that measures the employee experience at critical touchpoints and connects those experiences together to uncover the drivers of talent and business outcomes? Kraft-Heinz has made a strategic bet through Serena Huang and Lan Tran, who partner to define the strategy, build the capability, and deliver results. Join us for this interactive and engaging session on Kraft Heinz’s journey to improve holistic employee experience– how they started, what they learned along the way, what made their strategy successful, and where they’re headed in the future.</p>	
<b>Thursday, July 29</b>	
<b>Keynote:</b>	
<b>Speaker:</b>	<b>Angela McClure, Chief Experience Officer, Fresenius Medical Care North America</b>
<b>Friday, July 30</b>	
<b>Keynote:</b>	
<b>Speaker:</b>	<b>Lorne Rubis, Culture Amplifier &amp; Chief Belonging Officer, Belongify</b>

## Pre-conference Learning Activity Descriptions

### Wednesday, July 28

**Workshop: Optimizing Your Analytical Processes to Drive Learning Insights and Improvement with MTM****Instructors: Rob Saperstein & TBD, Explorance**

Take your data analysis and stakeholder presentations to the next level! This 3-hour workshop will give you hands-on practice with the analytical process of getting insights from your MTM data to present a clear story and action plan to your stakeholder audience. This session covers in-depth:

- Leveraging the intelligence within MTM's Key Driver Analysis and Learner Comment Analysis to obtain insights into your organization's performance wins and opportunities
- Using Data Explorer and Ready Reports for in-depth exception and pattern analysis
- Finding the story within your data
- Action planning for improvement

Basic knowledge and skill in conducting root-cause analysis and building data presentations in MTM prior to this pre-conference workshop will be beneficial.

**Workshop: Aligning L&D's Value to Business Drivers – Using a Portfolio Evaluation Model to Demonstrate Impact****Instructors: Bethany Remely, Explorance**

Gain greater executive buy-in and more confidently demonstrate the business impact of your training programs by adopting the MTM Portfolio Evaluation Methodology! At the conclusion of this three-hour workshop, you will have a solid foundation on which to implement this approach within your organization, including gaining insights into:

- The basics of MTM's proprietary portfolio methodology
- The benefits of aligning training assets to business drivers
- How to administratively implement this approach within MTM
- Executive reporting best practices
- Success stories from MTM clients that have adopted this methodology



## Panel & Breakout Session Descriptions

<b>Title:</b>	<b>Building a Data Culture Foundation</b>
<b>Presenter(s):</b>	<b>Nicholas Carson, Sr. Manager of Strategic Initiatives and Delivery, Johnson &amp; Johnson MedTech</b>
	In today’s data driven business environment, it is becoming more important that everyone in an organization have a fundamental grasp on data literacy. Much like project management has become ubiquitous where everyone has some level of exposure and experience, working with data is becoming a daily interaction. This session will discuss how Johnson and Johnson Medical Technologies is taking a grassroots, bottoms-up approach to create a Data Culture Foundation for their team members. J&J will share the unique program they are continuing to build and some early results from the first cohort.
<b>Title:</b>	<b>Building a Culture of Continuous Feedback Using Blue</b>
<b>Presenter(s):</b>	<b>Valerie Keels, Head of DCOS, DC Office Services, Gavi</b>
	In 2017 Gavi conducted an employee satisfaction survey that revealed a need to build and reinforce a culture of open and constructive feedback. Properly given feedback is a gift and an opportunity to grow. As a result, in 2018 Gavi launched the Blue multi-level survey tool to enable them to gather 360 feedback from employee’s peers, managers, direct reports and, as appropriate, external stakeholders with whom they regularly work. This process helps staff to evaluate their performance each year and identifies their strengths to build upon and the areas to develop in the coming year.
	Automating this process has taken Gavi’s 360 feedback and annual evaluation process to the next level by deploying a fast and efficient way to gather, track, analyze and report on relevant staff performance data
<b>Title:</b>	<b>BlueX – Survey Software That Anyone in Your Organization Can Use</b>
<b>Presenter(s):</b>	<b>François Bénéteau, Explorance</b>
	After working with dozens of organizations for over four years, Explorance has developed BlueX to be familiar, flexible, and able to create any survey form that you can imagine. In this session, we will showcase how your organization’s various data collection and analysis needs are met with BlueX in a familiar and flexible manner, making BlueX the future of survey software.

### Thursday, July 29

<b>Title:</b>	<b>Explorance Product Roadmaps: A Look at What is and What is Yet to Come</b>
<b>Presenter(s):</b>	<b>Eric Matson, Nitin Sharma Sheraidah, Mohammed, Zebrey Bedard, Explorance</b>
	Explorance products continue to evolve at a rapid pace. In this session, we will take a look at roadmaps for MTM, Blue, Bluepulse and BlueML, sharing some of the most notable features and capabilities introduced over the past year, and providing a glimpse into what the future holds for each of these platforms from feature sets and capabilities to product visions.

**Title: Running L&D Like a Business During A Pandemic**

**Presenter(s): Adrian Voorkamp, Johnson Controls**

Adrian will share how JCI used MTM to evaluate the impact of switching to virtual in the wake of COVID-19. This session will include details on how they compared the “Big 5” KPI’s before and after quarantine restrictions were put in place and how they used data to make improvements to their new virtual programs. Finally, Adrian will detail the savings he was able to demonstrate to the business, and what percentage of those savings the business can hope to continue...even after COVID-19 restrictions go away.

**Title: Machine Learning for Muggles**

**Presenter(s): Alexis Tremblay, Explorance**

This presentation covers the fundamentals of machine learning. Without math.

**Title: Experience Measurement Planning with Blue K2M Measurement Guides: Practical Examples from Onboarding Programs**

**Presenter(s): Steven Lange & Justin Taylor, Explorance**

This session will provide practical real-world examples of Explorance’s new measurement planning guides, Blue K2M. Per Gartner, 46% of employees report they wouldn’t make the same decision again regarding their job. It’s critical to uncover the experiences that drive this employee disengagement before your talent walks out the door. Given such a significant impact on business, this session will focus on onboarding measurement with Blue K2M critical to your organization’s ability to take action fast and improve new hire experiences.

**Title: Implementing MTM: General Guidance and Best Practices**

**Presenter(s): Alan Kully, Explorance**

Getting off on the right foot is essential to a successful rollout of MTM. Through our experience with a variety of organizations over many years, we have developed a robust set of best practices, tips, and tricks to ensure our clients are set up for success with MTM. We do this by helping clients in identifying the right resources (e.g., team members and trainings to evaluate) and creating the necessary bandwidth to start collecting data quickly. In this session, we will share the factors that drive a successful implementation and discuss the questions, concerns, and pitfalls that arise along the way. By the end of this session, you will have a clearer path to ensuring your scalable and sustainable measurement solution goes smoothly.

**Title: Avoiding Random Acts of Data Collection: Measurement Planning as a Strategic Enabler of Success**

**Presenter(s): Justin Taylor and Peggy Parskey, Explorance**

As organizations increasingly focus on the employee experience, it is more critical than ever that they use a robust measurement planning process. Good measurement planning discipline, frameworks and tools are key to ensuring data collection informs analytics and insights, creating sustainable measurement solutions and maintaining stakeholder alignment. In this session, you will hear from Explorance experts on the principles and best practice approaches to measurement planning. We will share diagnostic tools, example formats and templates and realworld examples from across the hire-to-retain continuum. Avoid random acts of data collection and drive the optimization of the employee experience with robust measurement planning capabilities.

**Friday, July 30**

**Title:** What We Heard: 2021 CSAT Update

**Presenter(s):** Marc Lamy, Explorance

We will share the results of the 2021 customer satisfaction (CSAT) survey. We will also summarize the strengths and short comings that you have identified through the survey; and per our commitment to continuous improvement, we will share what lies ahead to offer a stronger customer experience.

## Get involved with the Community

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