

ORACLE CELEBRATE AND ORACLE TOUCHPOINTS

Part of the Oracle ME
employee experience platform



Driving a strong company culture and employee engagement

It's no surprise that employee engagement leads to better productivity and business results. What's surprising is the rate at which the number of engaged employees is decreasing.¹ The main culprit: Employee needs aren't being met. Poor workplace cultures, changing expectations, and ill-equipped and burnt-out managers are all causing people to leave their jobs.²

But it doesn't have to be this way. What if you could better support your managers by giving them the tools to have more impactful conversations with their teams and make every individual feel more connected to their peers and valued for their contributions? With the right solutions, you can build a workplace with more engaged and motivated employees and stronger performance results.

To effectively address employee needs and drive engagement, organizations must make it easier to listen, support, coach, and recognize their people in a meaningful, timely, and ongoing way. Without the ability to effectively understand, measure, and improve peer-to-peer, manager, and company relationships, businesses are missing out on a valuable opportunity to avoid this epidemic of disengaged and departing workers.

¹ Jim Harter, "U.S. Employee Engagement Needs a Rebound in 2023," Gallup, January 25, 2023

² "New study: Bad managers and toxic work culture causing one in three staff to walk," CMI, October 16, 2023

Challenges to driving engagement

Most organizations understand the value of an engaged workforce. Many have been implementing recognition and rewards programs and anonymized employee engagement surveys to gain insights and improve company culture. But why are those efforts falling flat? Because their programs lack transparency, communication, personalization, and action.

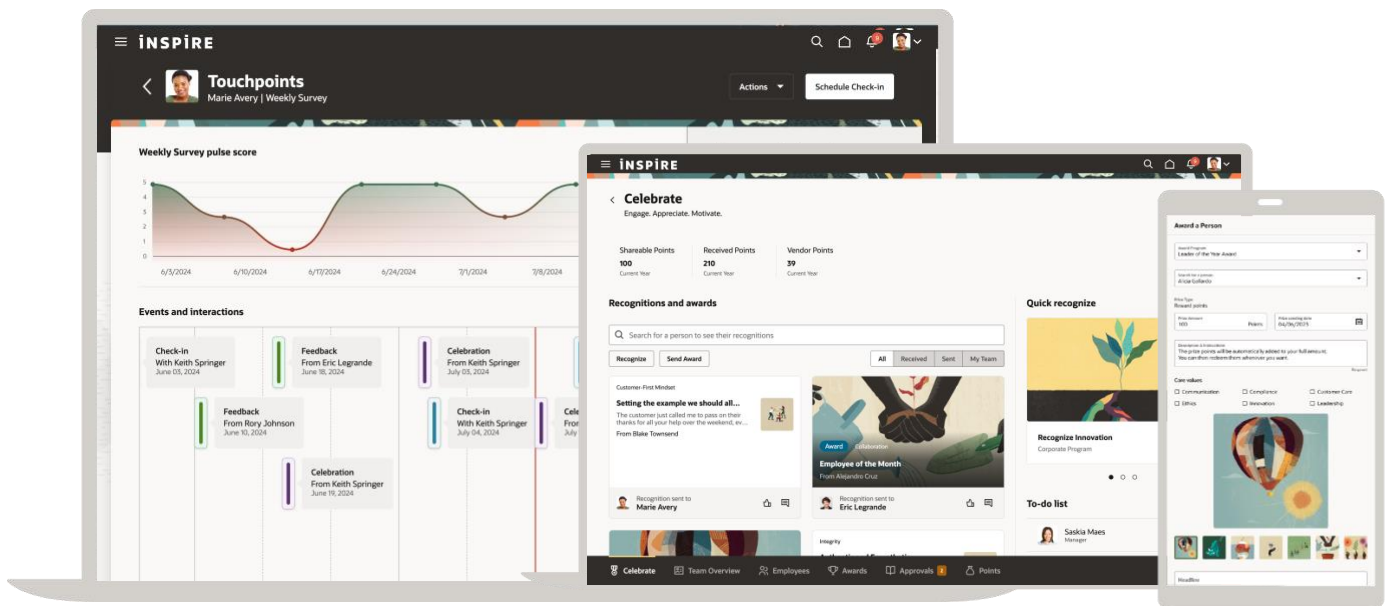
Let's be frank; organizations are missing the mark. What they think is the problem is drastically different than what employees want and need. According to a study conducted by McKinsey, employers think the reason their people are leaving is because they want more compensation or are being poached by another company.³ The reality is that employees leave because they do not feel a sense of belonging or being valued at work—by their teammates, their manager, and the business.

When organizations try to increase employee engagement by plugging in third-party solutions, they may not realize that trying to connect multiple separate pieces of technology—including systems for core HR data, recognition information, performance metrics, employee surveys, and more—are actually making their IT systems more complex and siloed and keeping them from delivering a great employee experience.

Without the benefit of connected data, organizations struggle to understand what's working and what they need to improve.

³ Aaron De Smet, Bonnie Dowling, Marino Mugayar-Baldocchi, Bill Schaninger, "Great Attrition' or 'Great Attractions'? The choice is yours," McKinsey, September 8, 2021

Oracle Celebrate and Oracle Touchpoints



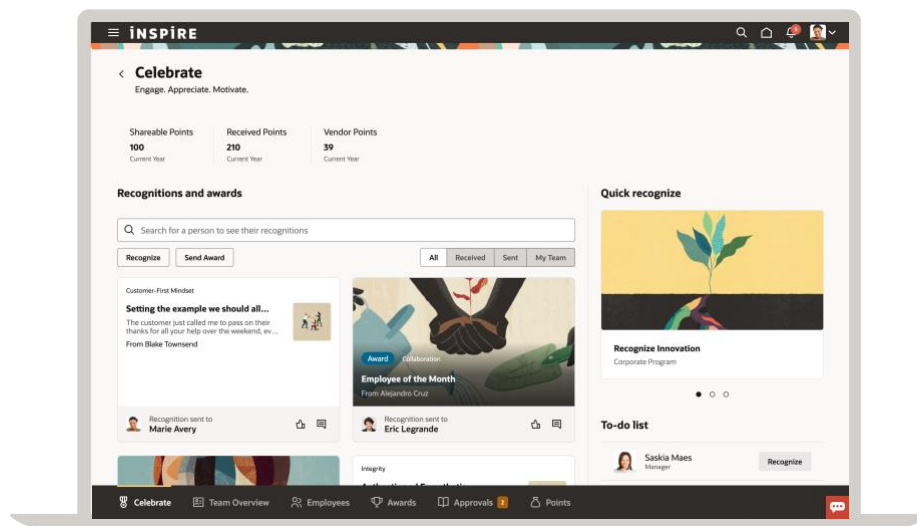
Oracle Celebrate and Oracle Touchpoints, part of the [Oracle ME employee experience platform](#), help employees feel valued by their organization, managers, and peers with a complete employee engagement solution that knows when, where, and how to deliver support and recognition when it matters most.

Build your purpose-driven culture

With Oracle Celebrate, organizations can build and reinforce a purpose-driven culture through one experience. Because the solution is unified with Oracle Fusion Cloud Human Capital Management (HCM), companies can tailor recognition and rewards to the needs of different business groups, such as other countries or lines of business, making recognition more relevant and meaningful to employees to help drive the desired outcomes within each business group.

With Oracle Celebrate, you can:

- ✓ Personalize recognition programs for the entire business or different segments of the organization, such as employees in a specific country or department.
- ✓ Improve company culture and drive desired behaviors by tying company values to moments of recognition.
- ✓ Recognize peers for milestone events or nominate coworkers for a reward such as employee of the month or a spot award.
- ✓ Easily reward your people with direct cash awards with a solution that is natively connected to Oracle Payroll.
- ✓ Provide a transparent and inclusive environment with an interactive social feed that shares team, business group, and organizationwide recognition.

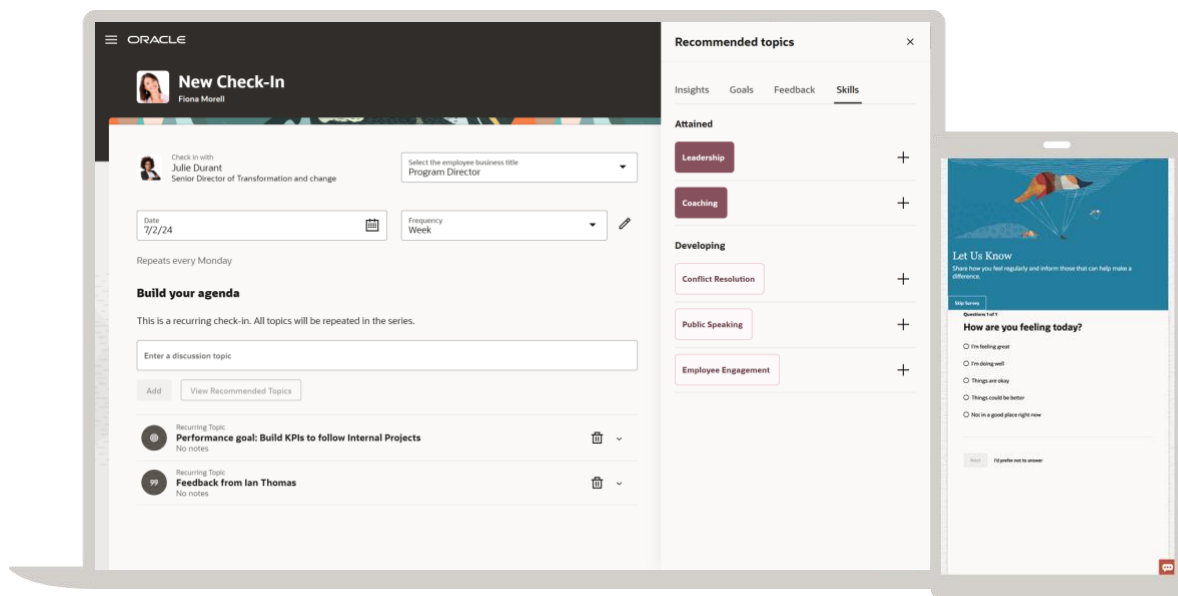


Strengthen the employee-manager relationship

Managers can be more equipped to handle today's ever-changing business environment with more meaningful day-to-day interactions with their team. With Oracle Touchpoints, HR can deliver an employee engagement solution that looks across a unified HCM suite to provide managers with personalized team insights, recommended actions, and continuous check-ins so they can empower their people to show up as their best selves every day.

With Oracle Touchpoints, you can:

- ✓ Encourage workers and managers to remain engaged with each other through in-the-moment feedback.
- ✓ Help managers and employees stay aligned on individual sentiment, goals, feedback, and career growth in one connected experience.
- ✓ Provide employees with one place to review and act on their own sentiment trend, recommended actions, and manager check-ins.
- ✓ Provide managers with a coaching aid by recommending follow-up actions that are based on relevant signals across the HCM suite, such as overdue goals or talent profiles that should be updated.
- ✓ Include recommended discussion topics to check-ins that dynamically update with interactions across the HCM suite, such as skills, goals, feedback, and more.

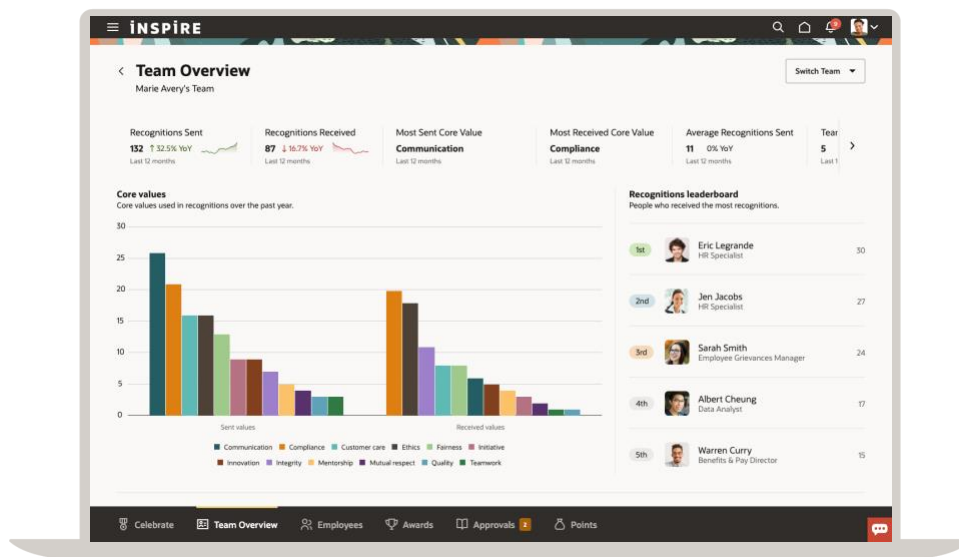


Drive better engagement and retention

With real-time, holistic HCM insights into recognition, engagement, and talent trends, organizations can continuously refresh their recognition and reward programs by tracking engagement across teams and business groups and tying recognition efforts to business impact, such as attrition and performance. In addition, managers can better support and motivate their team with team sentiment insights to ensure every team member is heard and valued.

With Oracle Celebrate and Oracle Touchpoints, managers can:

- ✓ Gain visibility into the adoption of recognition and rewards programs through analytics, with breakdowns by team, business group, and organization.
- ✓ Tie recognition and engagement efforts to business impact, such as attrition and DE&I, using real-time, connected HCM insights.
- ✓ Support and recognize their team frequently and fairly with team and individual engagement insights.
- ✓ Boost employee performance and career growth with ongoing development touchpoints and recognition.



A complete employee engagement solution

Because Oracle Celebrate and Oracle Touchpoints are part of a cloud native HCM solution, your business can benefit from a seamless experience that leverages a complete set of data and technology. Foster a strong company culture, strengthen employee engagement, and boost retention with a complete solution that provides you with the transparency to know when, where, and how to deliver support and recognition. With Oracle Celebrate and Oracle Touchpoints together, you can address the most impactful areas of an employee's engagement—between the employee and manager, an individual and their peers, and a worker and the organization. As core components of the Oracle ME employee experience platform, they provide the full set of capabilities you need to improve employee interactions, boost productivity, and bring out the best in your employees.

[Learn more about Oracle Celebrate](#)

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