

Nomination: 6949

Mailbird: Mastering the Art of Global Remote Synergy

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Mailbird, Inc.

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Mailbird: Mastering the Art of Global Remote Synergy

**Category**

M01 - M04 HiBob Sponsored Categories > M01 - Best Use of Bob for Creating a Winning Global Company Culture

**Achievement Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

Founded in 2012 in Bali, Mailbird has swiftly climbed the ranks to establish itself as an award-winning email management application, integrating diverse features into a singular, user-friendly platform. With a global user base in the millions, we've consistently proven our commitment to excellence and innovation in our field.

As pioneers of a native remote work culture, our team boasts more than 18 different nationalities across various time zones. This diversity cultivates a dynamic work environment, sparking innovative ideas and broad-minded problem-solving, essential elements that have contributed to our growth and success.

Performance-wise, Mailbird has shown resilient growth year-on-year. We are globally recognized as a top-tier email client for Windows (soon to be released for Mac), a testament to our dedication to delivering high-quality, efficient solutions to our users. Our ability to adapt to evolving technology trends and swiftly respond to customer needs has been a cornerstone of our success.

Mailbird's past is marked by a relentless dedication to simplifying and enhancing productivity. This, paired with our thriving, inclusive remote culture, makes us a unique player in the industry and sets the stage for an exciting future.

**b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required**

As a remote work pioneer, our success throughout 2021 has been greatly amplified by the effective use of HiBob, our primary people management tool. We have transitioned away from rigid work structures, promoting a results-oriented culture with the help of platforms such as Slack, ClickUp, and Google Meet. This allows us to maintain a collaborative and trust-centric environment, a departure from archaic time-tracking methods.

HiBob is integral to our employee record management, overseeing all information, from job histories to performance metrics. The convenience of HiBob's integration with Bonusly and our Applicant Tracking System (ATS), Recuitee, is also a very convenient possibility. Bonusly allows us to manage employee recognition in the form of "unicorn kudos," which hold monetary value, providing a tangible and meaningful appreciation for our team members.

By streamlining administrative tasks [REDACTED], HiBob assists us in focusing on value-adding endeavors. Our 40-day PTO policy, along with additional PTO based on tenure and significant life events, is efficiently managed through HiBob. This level of inclusivity caters to our diverse workforce's cultural backgrounds and personal needs.

HiBob also plays a key role in our performance management and 360-feedback system. It streamlines the process of conducting improvement surveys, collecting and analyzing feedback, and ensuring our team members feel valued and heard.

The smooth onboarding and offboarding processes managed through HiBob ensure a seamless transition for all members, easily integrating them into our remote ecosystem.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required**

The achievements we've highlighted are particularly significant given the challenges and complexities inherent in managing a global, remote team. Compared to traditional office settings and other companies in our sector, our use of HiBob has proven revolutionary. The platform allows us to maintain a highly engaged, productive team while enhancing cultural inclusivity and employee satisfaction.

Our unique utilization of HiBob sets us apart in the industry. Most competitors merely use it as a functional tool, but we've transformed it into a cultural lynchpin that enhances employee trust and motivation. Our "unicorn kudos" approach to employee recognition, facilitated with Bonusly (which Bob integrates with), is a prime example. It's a tangible, meaningful way of appreciating employees' efforts, which has contributed to higher retention rates compared to the industry average.

Additionally, our ATS Recruitee also has the possibility to integrate with Bob, which will come in handy when we start hiring in higher volumes.

Our expansive 40-day PTO policy managed through HiBob, significantly more generous than the industry standard, reflects our commitment to employee well-being. This policy, alongside our performance management and feedback mechanisms, has significantly increased our team's satisfaction and productivity over time.

These accomplishments, leveraging HiBob, have not only improved our current operations but also set us on a trajectory of continued growth and success in the realm of remote work.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

[REDACTED]

Attachments labeled as '2' give evidence of our reward system and the culture of recognition within Mailbird. This information shows our employees' [REDACTED] and the core values they associate with our organization.

[REDACTED FOR PUBLICATION]

Included is an article that offers a look into the life of our Operations Manager, capturing her journey to Bali and her experiences working with Mailbird. Additionally, the link to our careers page gives a detailed picture of our team, our values, and the employee benefits that we proudly offer.

Our high rating on our Glassdoor page speaks volumes about our reputation and our interaction with both our employees and candidates. Despite the challenges of running a one-woman HR department, we strive to ensure every individual who interacts with us receives a response.

Lastly, due to privacy considerations, I'm unable to share our Slack activities or feedback received from our surprise holiday gift initiative. But these efforts, focused on employee appreciation and engagement, add another layer to our strong remote work culture.

**Webpage Link**

<https://www.zerobounce.net/blog/interviews/industry-voices/christin-baumgarten-mailbird-email-tactics> (<https://www.zerobounce.net/blog/interviews/industry-voices/christin-baumgarten-mailbird-email-tactics>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

[https://www.glassdoor.com/Overview/Working-at-Mailbird-EI\\_IE1012200.11,19.htm](https://www.glassdoor.com/Overview/Working-at-Mailbird-EI_IE1012200.11,19.htm) ([https://www.glassdoor.com/Overview/Working-at-Mailbird-EI\\_IE1012200.11,19.htm](https://www.glassdoor.com/Overview/Working-at-Mailbird-EI_IE1012200.11,19.htm))

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://careers.getmailbird.com/> (<https://careers.getmailbird.com/>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

[REDACTED FOR PUBLICATION]

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

[REDACTED]

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File ([https://stevies-sage.secure-platform.com/file/17056/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzA1NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9ybn8CmbETvrtMufM?Mailbird%20Reviews\\_%20What%20Is%20It%20Like%20to%20Work%20At%20Mailbird\\_%20\\_%20Glassdoor.pdf](https://stevies-sage.secure-platform.com/file/17056/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzA1NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9ybn8CmbETvrtMufM?Mailbird%20Reviews_%20What%20Is%20It%20Like%20to%20Work%20At%20Mailbird_%20_%20Glassdoor.pdf))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

No File Uploaded

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 5**

No File Uploaded

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 6**

  
**REDACTED FOR PUBLICATION**  


**Would you like to add an additional supporting document?**

Yes

**Supporting Document 7**

Download File (<https://stevies-sage.secure-platform.com/file/16856/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjg1NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9y;HoYzDh7VqILTWRWVIP4CgCOVjqcTg-QYIw?2%20-%20Bonusly%20values.PNG>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 8**

Download File (<https://stevies-sage.secure-platform.com/file/16857/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjg1NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9yX-PvEixVxe23E?2-%20Recognition-received-by-company-values.png>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 9**

  
  


**Would you like to add an additional supporting document?**

Yes

**Supporting Document 10**

  
  


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