

Nomination: 8338

HiBob Drives Connectivity, Communication, and Inclusion, Propelling Clinch's Winning Work Culture

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

Clinch

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

HiBob Drives Connectivity, Communication, and Inclusion, Propelling Clinch's Winning Work Culture

Category

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

HiBob Sponsored Format

Written Answers

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

Clinch is a leader in omnichannel personalization and ad serving. Our Omnichannel Campaign Activation Platform, Flight Control, delivers custom-tailored ad experiences across channels, driving performance and ROI. Flight Control streamlines the entire campaign lifecycle on a single platform, boosting productivity and profitability.

Our partnerships and platform enhancements have positioned Flight Control as the premier choice for streamlined campaign activation, recognized by Digiday for excellence in Marketing Automation, Personalization, and A/B Testing. However, our success isn't solely technological—it's rooted in our people. We prioritize our team, fostering innovation and collaboration, reflected in our remarkable 99% retention rate. Together, we deliver exceptional services and products to our clients, driven by teamwork and creativity.

The synergy between our people and technology is evident in our strategic partnerships to expand Flight Control's capabilities and inventory. These alliances enrich our measurement tools and ad-viewing experience, while also broadening access to channels. Moreover, we've extended Flight Control's automation and personalization to audio channels, ensuring a seamless cross-medium experience.

We empower our employees with extensive resources and ongoing professional development, igniting innovation and delivering top-notch service to clients. Their passion and energy drive advancements that ensure a breezy experience for customers throughout the entire campaign lifecycle.

b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

This past year, our team has achieved remarkable milestones, and we are proud to have received multiple workplace awards, including Ad Age's Best Place to Work, the Stevie Award for Best Use of Bob for Creating a Winning Global Company Culture, and our third consecutive Great Place to Work certification. These accolades underscore our commitment to fostering an inclusive and supportive environment where our employees can thrive.

In addition to workplace recognition, our platform, Flight Control, has earned prestigious awards from the Digiday Technology Awards and the Artificial Intelligence Excellence Awards. These honors demonstrate our dedication to delivering cutting-edge technology and exceptional service to our clients.

To support our rapid growth, we've opened a vibrant new office in New York. This dynamic space, with rooftop access, has quickly become a hub for team collaboration and social events.

We've leveraged HiBob to enhance workplace culture and efficiency by streamlining HR processes, boosting employee engagement, and promoting continuous improvement. By maximizing HiBob's capabilities, we've fostered a supportive environment that encourages both professional and personal growth. Utilizing HiBob's talent features, we've expanded professional development, set clear goals, and conducted regular 1-on-1 meetings to track feedback and progress. Additionally, HiBob has played a crucial role in bolstering our cultural diversity efforts, allowing us to share posts, host events, and offer virtual backgrounds for occasions like Pride Month, Black History Month, and International Women's Day.

These accomplishments in creating an outstanding workplace and driving technological innovation highlight our dedication to building a forward-thinking organization.

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 awards we've received underscore the capabilities of our technology and the strength of our work culture at Clinch. Our success is a testament to the robust support our employees provide to clients and our dedication to equipping our team with essential resources. Our dynamic work environment consistently drives outstanding results and reinforces our culture of innovation and excellence.

In line with this commitment, Clinch invests in HiBob, a comprehensive HRIS platform. Similar to Clinch's intuitive design, HiBob enhances our employees' lives by providing easy access to vital information and fostering connectivity among colleagues.

Communication and community are core values at Clinch, supported by HiBob's features that facilitate employee engagement. From celebrating new hires to sharing personal interests through fun facts and quizzes, HiBob strengthens our team connections on an individual level.

For professional growth, we utilize HiBob's My 1-on-1's feature to implement a structured feedback process. This tool helps employees and managers track progress, share feedback, and reflect on achievements, reinforcing dedication and development.

Moreover, our new office in New York represents a significant milestone, strategically chosen for its rooftop access to promote a refreshing and collaborative work environment. This space encourages fresh air breaks and social interactions among our team, complemented by HiBob's role in facilitating seamless communication and event coordination.

Our award-winning technology and vibrant work culture speak volumes, reflected in our impressive 99% retention rate. It reflects our team's enthusiasm for advancing careers within Clinch, fueled by a supportive and inclusive workplace environment.

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

The supporting materials demonstrate how we leverage HiBob to nurture a work culture that champions inclusiveness and creativity. We recognize the impact of celebrating global holidays and themed initiatives, such as months dedicated to wellness, Black history, LGBTQ+ awareness, sustainability, and women's achievements. Through HiBob, we share these initiatives, provide discussion outlets, share virtual video backgrounds, announce events, and recognize holidays celebrated worldwide.

This year, we utilized HiBob's talent development features, including goals, 1-on-1 meetings, and performance reviews, to track progress and growth. These tools enable employees to monitor their development, embrace feedback, and document their efforts, providing valuable insights for career advancement.

Additionally, we relocated to a new office with rooftop access, allowing us to host more social events like rooftop yoga, a solar eclipse viewing party, and happy hours to encourage outdoor activities and employee connections. HiBob is ideal for sharing these events with our New York office and employees in other locations.

We also utilize HiBob's surveying capabilities to gather employee input on preferred event types and potential changes to Clinch benefits. These polls are carefully considered when making company-wide decisions.

We continue to spotlight employees who embody our company's core values using HiBob's social feed to acknowledge hardworking individuals nominated by their peers. This fosters a supportive environment, helping coworkers connect and celebrate those who exemplify Clinch's values.

Our impressive 99% retention rate highlights our commitment to creating a supportive and engaging work environment, reflecting our dedication to both our people and our product.

Webpage Link

<https://clinch.co/digiday-tech-awards/> (https://clinch.co/digiday-tech-awards/)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://clinch.co/winner-best-workplaces-in-advertising-marketing/> (https://clinch.co/winner-best-workplaces-in-advertising-marketing/)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://clinch.co/stevie-awards-2023/> (https://clinch.co/stevie-awards-2023/)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://clinch.co/clinch-expands-integration-with-liveramp/> (https://clinch.co/clinch-expands-integration-with-liveramp/)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://clinch.co/adage-award-best-place-to-work-2024-winner/> (https://clinch.co/adage-award-best-place-to-work-2024-winner/)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://clinch.co/flight-control-tearsheet-feature/> (<https://clinch.co/flight-control-tearsheet-feature/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

<https://clinch.co/google-creative-transcoding-api/> (<https://clinch.co/google-creative-transcoding-api/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

<https://clinch.co/google-creative-transcoding-api/> (<https://clinch.co/google-creative-transcoding-api/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 9

<https://clinch.co/unique-ctv-creative-performance-insights/> (<https://clinch.co/unique-ctv-creative-performance-insights/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 10

<https://clinch.co/2024-artificial-intelligence-excellence-award/> (<https://clinch.co/2024-artificial-intelligence-excellence-award/>)

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/20536/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkiJoyMDUzNiwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9iHiBob_Poll.jpg)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/20537/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkiJoyMDUzNywiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9iHiBob_Happy_Pride_Virtual_Backgrounds.jpg)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-sage.secure-platform.com/file/20538/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkiJoyMDUzOCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9iY1dZp6heKEA_5bT6eZ5OSjkOY?HiBob_Yoga.jpg)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/20539/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkiJoyMDUzOSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9iHiBob_Employee_Spotlight.jpg)

Would you like to add an additional supporting document?

Yes

