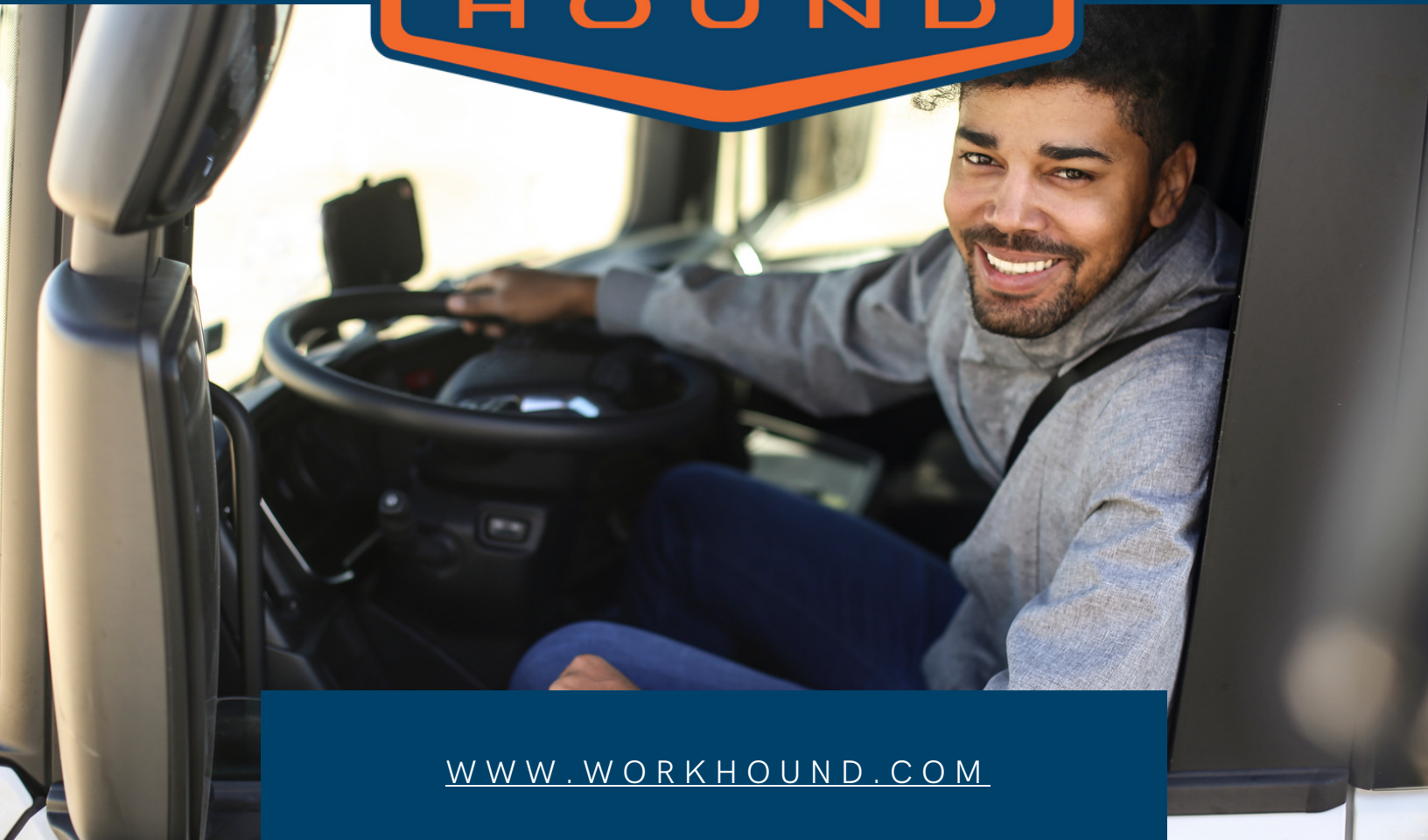


BROUGHT TO YOU BY WORKHOUND

# WHY ANONYMITY MATTERS

How an Anonymous Outlet for Feedback Can  
Improve Workplace Satisfaction and Culture



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# ANONYMITY MATTERS



WorkHound was built on the foundation of two critical concepts: breaking down barriers to communication for frontline workers and enabling anonymity. Since our founding in 2015, we've collected hundreds of thousands of comments from nearly 75,000 drivers, and if we've learned anything along the way, it's that the veil of anonymity is a necessity for a successful feedback program. Today, we're talking about the reasons anonymity is such a valuable asset for frontline workers, as well as how companies benefit from the anonymous feedback they receive.

*Max Farrell*

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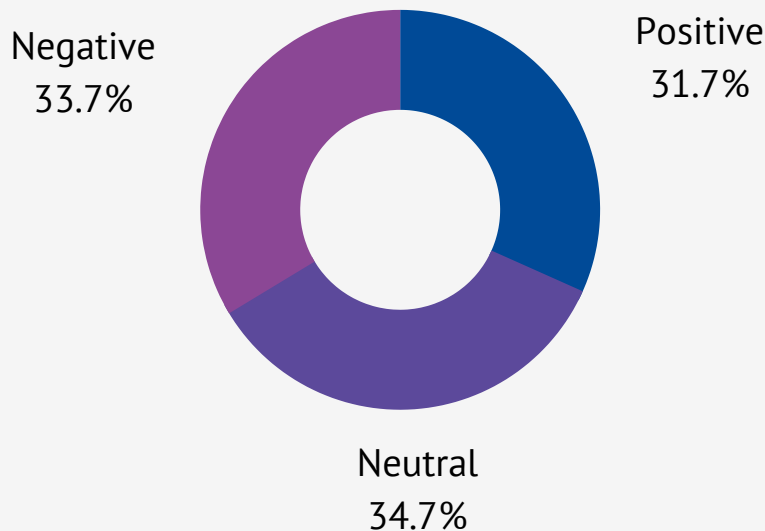
Find out more about our business, our founders, and how to connect with us.

# THE BENEFITS OF ANONYMITY

As a platform built to collect anonymous feedback from frontline workers, one of the most common concerns we hear from prospective customers is that they're worried offering an anonymous outlet will open an endless stream of negative comments. And while negative comments can be expected, they don't even represent the highest percentage of comments received, as organized by sentiment. On average, the sentiment of feedback (positive, negative, and neutral) is split fairly evenly across the board.

## SENTIMENT OF FEEDBACK

*The data below was gathered from our 2021 Trends Report.*



“Anonymity fosters honesty, which allows employees to feel more comfortable sharing difficult or critical feedback. When workers are transparent, leadership can get to the root of issues and obstacles, making way for some of the **most effective improvements.**”

— *Cheney Tardio, Director of Customer Success at WorkHound*



# ANONYMITY BUILDS BETTER CULTURE

Anonymity doesn't simply embolden workers to offer negative comments. Instead, it breaks down barriers to communication and helps improve company culture overall. Here's how:

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**1: Anonymity gives an outlet to quiet voices.** We've all been in situations where the loudest voice in the room is the only one that gets heard. If a worker has been treated poorly in the past or is simply reluctant to discuss issues, anonymity provides an outlet.

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**2: Anonymity eliminates the challenge of figuring out who to talk to.** Many companies with the best of intentions establish open-door policies. But a truck driver is on the road so frequently, they may not be geographically near enough to the leadership team to find that open door.

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**3: Anonymity prevents bias in response.** Implicit bias is a real concern. If you don't know who's shared a piece of criticism, you're more likely to respond to the issue at hand, rather than worrying about who shared it and why.

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# ACTING ON ANONYMOUS FEEDBACK



Okay, so you see the value of anonymous feedback — but how can you act on it?

*If you're seeing the value of anonymous feedback, you may be wondering: "What if a driver shares something I need to address? I won't know how to contact them." We've thought of this, too, and we have several solutions:*

**Companywide messaging.** When our customers begin fielding the same type of question or concern routinely, it's a good indication that a companywide message would be a good solution. WorkHound customers use a feature called Broadcasts to clear up questions about new policies, benefits, and other topics that impact the entire team.

**One-Time Message.** For concerns that can be remedied with one reply to an anonymous user, our customers are able to send a one-time message.

**Request to Reveal.** Sometimes a driver's concerns should be addressed one-on-one with a manager or other leadership team member. In these situations, WorkHound customers can request that the driver shares his or her identity so that the team can work together to remedy the problem.





# THE FACTS & STATS

Looking for concrete evidence you can provide to your team about the value of anonymity? Here's what we know:

## 90% of drivers

indicate that anonymity is an important reason they're willing to share feedback.

## 1% of drivers

are willing to pre-emptively self-reveal, or share their feedback with their name attached.

## 8,700+ workers

were retained in 2021 after revealing their identity through WorkHound.

“ Many drivers choose to remain anonymous due to their **past experiences** where they were treated negatively based on the feedback they gave. When employers can promptly resolve issues and respond to anonymous feedback, more **trust is built over time**. Eventually, drivers will be more inclined to reveal their identity because that **fear of retaliation just isn't a thing anymore.** ”

— *Katherine Vanderford, Head of Operations at WorkHound*

# ABOUT WORKHOUND

WorkHound launched to address high turnover in industries with distributed workforces where workers get little time with managers. This leads to sparse communication, distrust, and diminished productivity. These issues are precisely what WorkHound sought to tackle.

The WorkHound platform enables workers to share real-time, anonymous feedback with their companies through weekly prompts. The questions asked are straightforward: How are you doing right now? And why do you feel that way? This open-ended feedback informs management blindspots and reduces the bias of traditional surveys. Feedback is aggregated to a dashboard that can help managers filter feedback by topic to act on issues. Companies can respond to workers individually or as a group. The software also tracks retention data so companies can truly understand the return on investment of their efforts.

WorkHound was founded in 2015 in Des Moines, Iowa. While CTO and co-founder Andrew Kirpalani and the software development team remain in Iowa, CEO Max Farrell relocated to Chattanooga, Tenn., an area known for its startup culture, as well as its status as a logistics hub, to build out the sales and customer success teams. WorkHound completed a seed fundraising round in 2019 and its Series A in 2022. In 2022, WorkHound earned a spot in the top half of the Inc 5000.

**MAX FARRELL**  
CO-FOUNDER, CEO



**ANDREW KIRPALANI**  
CO-FOUNDER, CTO



READY TO PUT DRIVER FEEDBACK TO WORK FOR YOU?

# CONNECT WITH US

Driver feedback has improved retention for WorkHound customers by an average of 30%. We'd love to walk you through a demo of our platform and help you put driver feedback to work.

[REQUEST A DEMO](#)



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