



sugarcrm STEPPING UP CULTURE IN THE MIDST OF A PANDEMIC

Leveraging Espresa
Culture Benefits® to Take
Care of Their People, Globally

"I have a lot of appreciation for the Espresa team and platform. They so easily pivoted to support us, and I'm grateful that we already had the platform in place when the pandemic hit - it really helped us globally support our culture during this incredibly challenging time."

- **Amber Reed**, Compensation and Benefits Analyst, SugarCRM

SugarCRM is a privately-owned corporate software company with over 550 employees worldwide. Headquartered in Cupertino, California, SugarCRM has offices on six continents in 120 countries, and a sizeable distributed workforce. When COVID-19 took its global hold, the people and culture team was quick to establish safe workplace practices, retaining their employees, and while increasing crucially needed benefits that went beyond the typical benefits stack.

The Problem:

SugarCRM has always put emphasis on the innovation and growth of its employees and with the help of Espresa's Culture Benefits® platform. The pandemic, however, threw a significant wrench into their "business as usual." Luckily, and due to the nature of the software business, it was simple for their global employee base to quickly work from home. However, unanticipated, and significant challenges followed in areas of total wellbeing along with a lack of social cohesion.

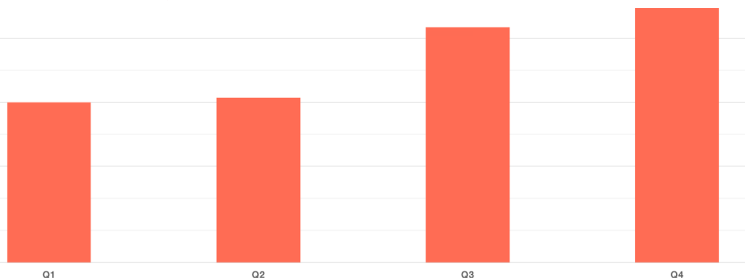
The Solution:

Because SugarCRM was already in an active engagement with Espresa, the HR and people team along with Espresa's customer success quickly pivoted to add additional employee experience programs to engage, inspire, and connect employees wherever they were, globally.

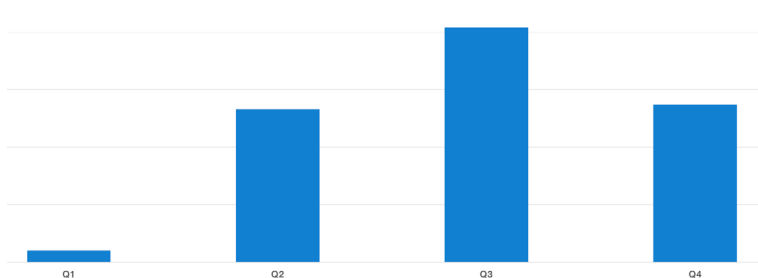
★★★★★ 4.92 STARS

PROGRAM CSAT: 98%

66% USER GROWTH



1300% ACTIVITY GROWTH



Helping Engage People, Outside of the Workplace

With mandatory work from home order in place, SugarCRM needed to respond to no longer having control of the work environment. And with home offices being vastly different from employee to employee, it could mean the difference between a single person working from their bed in a studio apartment, to a family with multiple working people, children, and pets – and every situation in between.

“The struggle is very real,” spoke Alex Shubat, CEO of Espresa. “This is where we can really lean into technology to enable a level of human connection in the workplace that we’ve never experienced before, nor could have predicted. Even during a pandemic, culture champions like SugarCRM are bringing people together through truly rewarding exchanges – and Espresa is the platform to help facilitate those connections.”

SugarCRM’s culture is inclusive and deeply connected. They also have an above-industry-average philosophy as it applies to health and non-traditional benefits that positively impact an employee’s personal life.

The people team at SugarCRM chose Espresa as their Culture Benefits partner to help streamline processes with an online and fully native mobile experience. Because the platform was battle tested and already in use, it was simple to quickly promote and notify employees of new benefits they could immediately access.

Here are some of the ways in which SugarCRM was able to positively and proactively impact their culture during COVID:

- **Entirely altered their culture and workplace programs** to support working from home
- **Launched challenges to gamify every aspect of employee engagement**, including total wellbeing, mindfulness, human connection, and gratitude
- **Used free Espresa virtual fitness classes**, including yoga, HIIT, Zumba, Pilates, stretching, and chair exercises, and provided access to Espresa’s on-demand wellness library
- **Rebooted reimbursements** to include home office setup and support
- **Launched rewards and recognition** including peer-to-peer recognitions to help emphasize a culture of gratitude

Moments That Measure - Results

Because Espresa delivers real-time employee engagement analytics, SugarCRM was able to make impactful decisions immediately via employee listening technology.

Despite the ramifications and negative impact of COVID across the globe, SugarCRM saw a positive uptick in employee engagement and satisfaction scores:

- Employee users increased by 66 percent
- Employee activated increased by 1300 percent
- Activities per user increased by 8 times
- Ratings for virtual events managed on the Espresa platform, average 4.92 of 5.0 stars
- CSAT ratings of 98 percent

Espresa's Culture Benefits platform delivers a true Return on Culture® investment by being a true development partner to our clients. Select the platform that will scale and grow with you. [Learn more!](#)

Our people built this for *our* people and yours.

We believe in people first, and the immediate and long-lasting impact that individuals create in a company, no matter where they are. When you bottom-up your culture, amazing and tangible things happen.

Galvanize your culture with the HR luminary-crowdsourced people platform that meets everyone wherever they are.

About Espresa

Espresa is the world's first Culture Benefits® platform that includes a suite of integrated tools with a modern digital experience that people love. Supporting HR and people teams, Espresa drives workplace culture through employee experience and engagement programs, such as, rewards + recognition, employee resource groups, wellbeing + fitness, challenges + achievements, reimbursements, and meetups + event scheduling. Discover how Espresa makes heroes out of HR teams while engaging people, wherever they are.

To learn more about empowering HR to do more with less, while implementing the best challenges and achievements platform for your organization, connect with Espresa today!

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