

Case Study

Inclusively's Retain Platform Delivers Total Workforce Wellbeing for Salesforce

The Problem:

Workplace accommodations are crucial for ensuring employee productivity, satisfaction, and overall well-being. However, it is estimated that:

3-5%

of employees currently disclose a disability and/or request a disability-related accommodation through an employer's Interactive Accommodations Process (IAP), a figure that likely underrepresents the true need for workplace support.

20-30%

of today's workforce have a disability, but do not disclose such disability and consequently do not receive the accommodations they need to succeed.

100%

of employees could benefit from productivity and/or wellness solutions.

Many factors such as stigma associated with a disability, fear of discrimination, not wanting to disclose personal details, and lack of awareness of the process contribute to employees' resistance to seek support that is beneficial to their jobs.

Salesforce's Need

Salesforce is deeply committed to equality and has been a best in class employer for years. As part of this effort, Salesforce wanted to optimize access to assistive technology, accessibility solutions, wellness programs, and mental health support for its employees. Salesforce recognized the opportunity to bolster productivity, retention, and engagement in their workforce including:

A more efficient feedback loop.

Salesforce’s wiki page was difficult to maintain and lacked a continuous feedback mechanism from employees to assess the value and effectiveness of provided benefits and accommodations.

Streamlined interactions.

At times, teams from Benefits, Office of Accessibility, Accommodations, Legal, and HR Operations were involved in a single IAP. A centralized internal resource for the IAP was needed to reduce repetition and increase efficiency.

A balanced approach to supporting all employees.

Salesforce was committed to implementing solutions that support all employees regardless if they have an apparent or non apparent need for support. They wanted to emphasize long-term employee success, as they felt it better aligned with their employees workplace needs.

Salesforce’s Results

Salesforce rolled out Inclusively’s Retain Platform and within the first three months of launching the results were clear:

38% Conversion rate to usage skyrocketed:

Salesforce saw a 38% conversion from landing page to registration on the platform. The anonymous, self-service features of Inclusively’s Retain helped employees looking for a safe, stigma-free solution.

53% Engagement and utilization soared:

Salesforce employees selected Success Enablers, averaging 4.8 Success Enablers per Salesforce employee. These Success Enablers allowed employees to access key support, reaching far more than the 3-5% of employees currently disclosed.



At Salesforce, we’re investing in the future of work... We believe that lies in allowing everyone to thrive at their jobs. Inclusively is forward-thinking, addressing current needs like neurodiversity accommodations and aligning with the modern worker’s preference for tailored, inclusive work settings. Our hope is that this expanded partnership with their AI-driven workplace personalization platform will allow our employees to bring their full selves to work.”

Catherine Nichols, VP, Office of Accessibility at Salesforce

18% Sales dept topped engagement:

18% of the employees that selected Success Enablers are in the sales department at Salesforce. This indicates that supporting employees' needs has a direct impact on the revenue generating function of the business and further supports Inclusively's point of view that companies need to adopt a universal approach to supporting their employees.

77% Returning users found value:

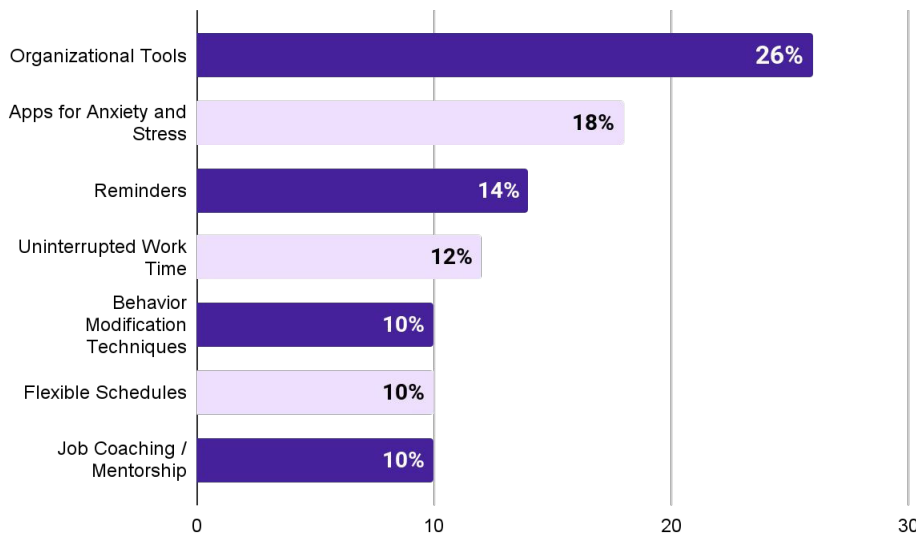
77% of returning users selected Success Enablers and did so by utilizing both the search and discovery and the chatbot equally, 55% to 45% respectively. The ability for employees to search or use the chatbot to safely and anonymously find support is fundamental to Inclusively’s solution.

26% Top Success Enablers required minimal investment:

Organizational tools (26%) topped the list of Salesforce employees' requests and second was apps for anxiety (18%). Offering solutions like Todoist or Miro are free or up to \$200/year and Headspace or Calm are under \$100/year.

The bottom line: Minimal investment for a profound impact on employee wellbeing and workplace experience.

Top Success Enablers Selected by Salesforce Employees Yields Minimal Cost



Graphical data representing top Success Enablers

Next steps for Salesforce and Inclusively:

Expand these resources to Salesforce’s global workforce.

“Our early success encouraged us to expand globally to have an even larger impact of the Retain platform with a **global launch of Inclusively to Salesforce employees worldwide in the near future,**” shares Catherine Nichols, VP, Office of Accessibility at Salesforce.

Why Inclusively? Inclusively’s Retain Platform is every employer’s answer to addressing workplace personalization at scale and measuring results.

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