

The rise of the machine is really the rise of the employee.

There has been a lot of hype around automation and the rise of the machine, but the reality is not everything can be automated. Automation, at its foundation, is a people story, not a robot story. Even with automation, there will always be exceptions that need a personal touch from someone with a strong customer experience skill set. We are betting big on our employees because we believe they will be the reason we continue to win and keep customers.

We believe that 50% of the jobs we do today at TaskUs will be automated, and we're okay with that. We'll celebrate the automation wins our clients achieve which then allow our clients to deliver more value to their customers. What can't, and won't be, automated are more complex and emotional interactions, which our happy employees will continue to do for our clients.

We know our employee-centric culture is a differentiator, but we don't operate solely on gut feel. We use surveys and data to support and drive our decisions. Here are our findings and suggestions for building an authentic employee-centric culture:

Satisfied Employees Score:

+11%

Attendance

+14%

Quality

+18%

Productivity

+27%

Retention

What Employees Want:

Ridiculous Facilities

Our facilities have sitting and standing desks, gyms, nap rooms, video games and pool tables. We have seen our employee satisfaction score on facilities increase by 60 points in the last three quarters.

Amazing Benefits

Our benefits rival our Silicon Valley clients some of which include: Scholars Program for the children of TaskUs employees, healthcare starting day 1 including coverage of LGBT partners, 120 day paid maternity leave, 2 weeks PTO and 2 weeks paid sick leave, on-hand nurses and counsellors to promote physical and mental wellbeing, on-site daycare, healthy food subsidies, performance incentives and more.

Connection to Leadership

The most important factor in employee satisfaction is the employee's relationship with their manager. There is an almost 1:1 correlation between eNPS and the employee's view of their manager. In other words, every point higher an employee rates their manager on a scale of 1-10, translates to a one point increase in that employee's eNPS score.

Studying our eNPS results, we found two incredible stats:

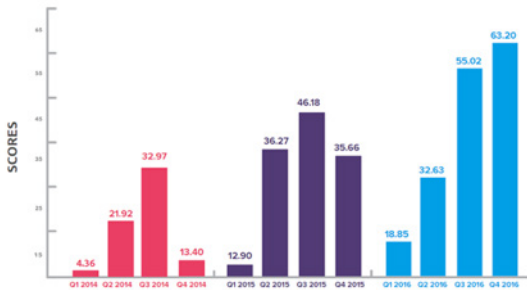
35% of employees who rated their managers a 6 or below left TaskUs within a year

61% of employees who rated their managers a 3 or below left TaskUs within a year

Return on Employee Satisfaction:

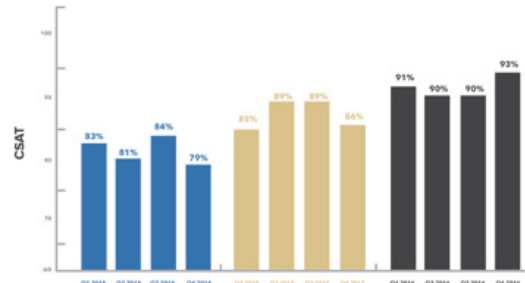
Rising eNPS

Our eNPS has increased from a 4.36 to 63.20.



Rising Quality of Service

When we started measuring eNPS, we had a blended 83% quality score; today, it's at 93%



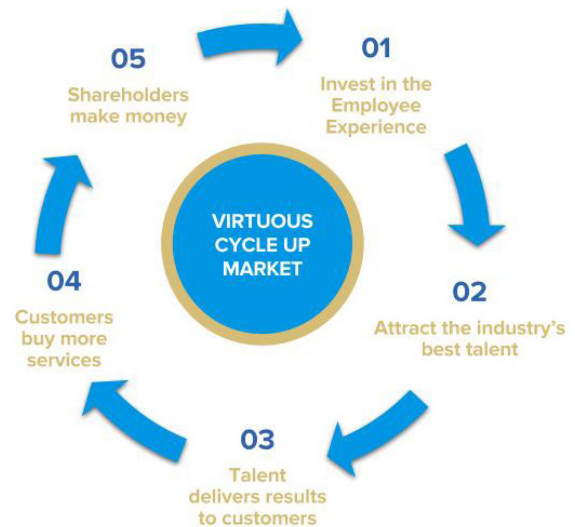
Employer of Choice

Employees are your company's best advocate. TaskUs has:

- 500,000+ Facebook likes
- 4.6 Glassdoor rating
- 49% employee referrals

Virtuous Cycle Up Market

Forget "customer-first" or "shareholder-first" models; these parties are satisfied with the employee-first model.



Marks of an Employee Centric Organization:



Commit to a survey methodology



Get actionable



Hold people accountable

