

Company:
Ecommerce Services and
Technology Company

Location:
Seattle

Company Size:
100-150
employees

Industry:
Ecommerce

People Ops Case Study

How Reverb Worked Partnered with the Internal People Team Leading to a More Employee Centric Tech Startup



Before working with Reverb, the People Team at the company struggled to feel like they were having the desired impact, influence leaders, and answer employee questions. After being mentored by Reverb, it increased their credibility and they are now seen as a trusted and respected agent of change for the organization.



CHALLENGE:

Operating since 2009, the company still self-identifies as a startup. Like many startups, they don't have basic people processes in place. After their head of People & Culture left, they self-assessed their future roadmap and employee needs. They realized they needed an experienced people & culture leader to make changes without having to reinvent the wheel.

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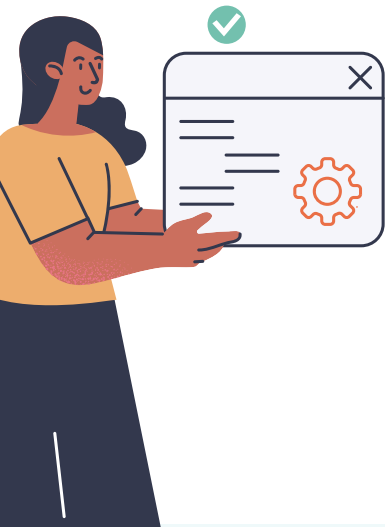
SOLUTION:

Reverb began supporting with policy and process updates the internal team hadn't been able to agree on. They also provided advice and mentorship to the people team helping them build trust and credibility with leaders.

The team desperately needed an updated handbook, help with multi-state compliance, and an employee friendly vacation policy. Reverb started by gathering employee data and feedback. They used this input to create a new policy that addressed employee burnout with a two-week minimum vacation policy and new, more flexible company holidays.

Reverb's consultant also acted as a sounding board and mentor for the people team. Their People and Culture Manager appreciated the opportunity to watch and learn from an experienced consultant who was happy to coach her on how to have sensitive conversations and get leadership buy in on complex HR initiatives.

Reverb assisted with concrete policy changes to improve the employee experience and helped the people team feel more confident and coached them through tough conversations with leadership. Over time, the people team became increasingly independent as they gained new skills and confidence in their work.



RESULT:

Reverb helped the team complete work where they were originally stalled. They mentored the people team, helping them add value, and changing leadership's perception. Reverb collaborated with the company to modify policies making them more employee friendly. This, in turn, made employees feel more valued.

The coaching and support Reverb provided to the people and culture team empowered them to advocate for employees when talking with leadership. Employees now come to the people team for support, and the team feels confident responding to people's questions or concerns.

“Reverb helps me feel like I'm not floundering and my brain is not going to explode. I can always reach out, and Reverb is there. I feel incredibly supported. Not only have Reverb's consultants helped us with policy and process updates, but they've helped us prioritize work and elevate our value to leadership. They've also acted as a sounding board and mentor to me and the rest of the HR team.”

– People and Culture Manager