



 **Effactory**

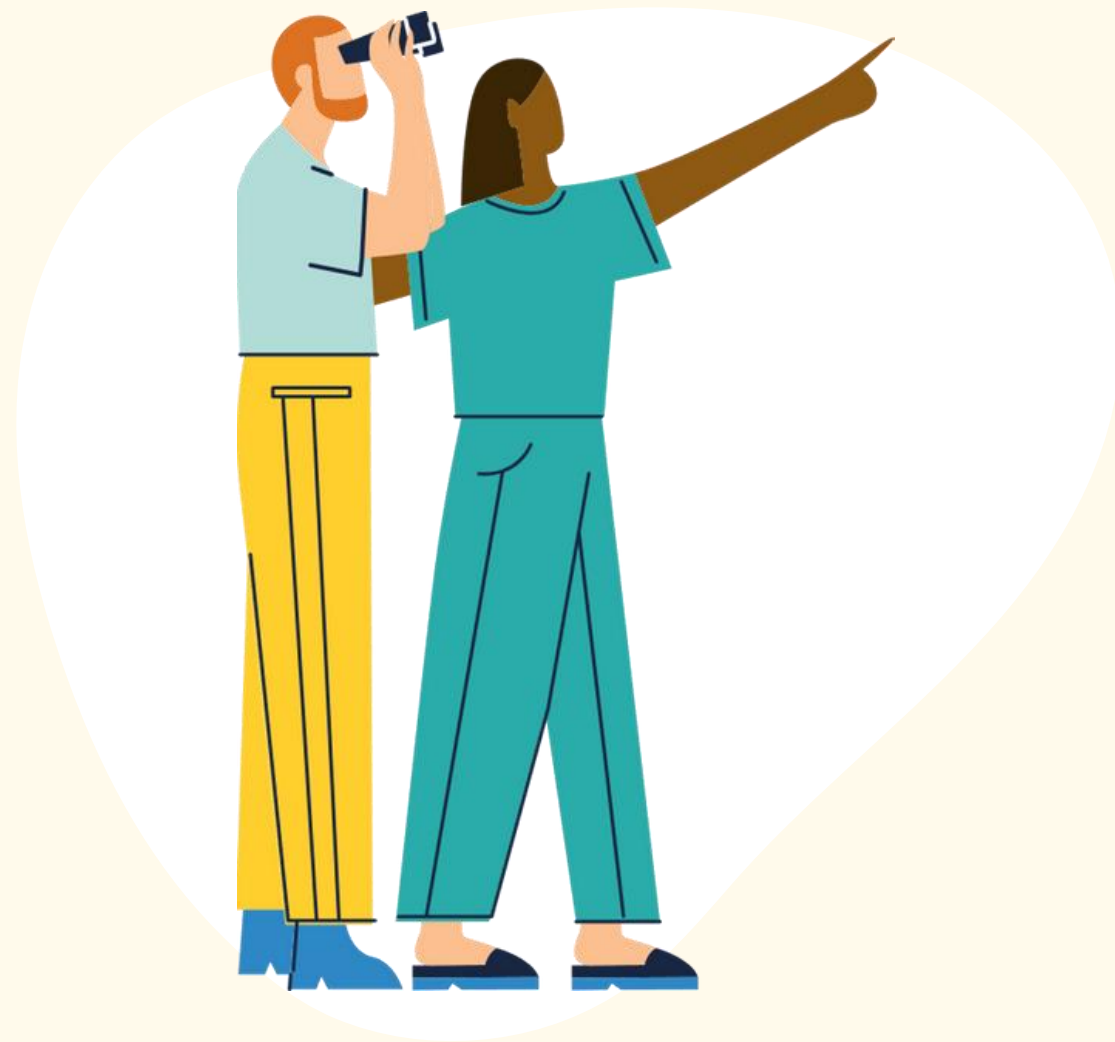
# Product Roadmap

**Q3 2023 – Q2 2025**

Don't miss out on any future updates.  
**Sign up to our community newsletter [here!](#)**



# Contents



- **Our Product vision**
- **What we've done**
- **What's coming**

# Our Product vision

## Empowering organizations with intelligent feedback solutions.

Our platform empowers organizations to not only listen to their employees but also to learn from their feedback and lead based on gathered insights.

Shifts in HR focus from satisfaction to engagement and from engagement to a broader **employee lifecycle** shape our product and platform decisions.

Future developments will focus on **Intelligence**, adding predictive elements, and **Automation**, building smart automations for effortless usage.

## Our platform should be:

- Effortless
- Stable & safe
- Reliable

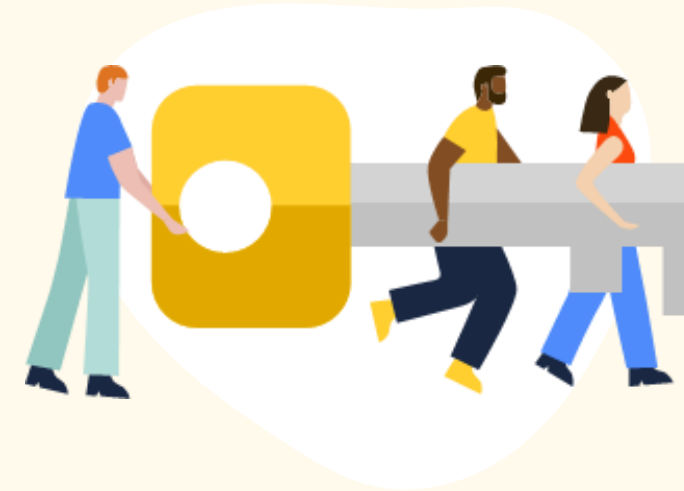
**Surveying should be a no-brainer!**

# World-class data security

Effactory takes its responsibility of keeping your organization's and employees' confidential information secure very seriously. How?

- We are fully **GDPR compliant**.
- We support and encourage the use of secure practices, such as **Single Sign-On** and **Multi-Factor Authentication**.
- All our employees must pass a **mandatory annual assessment** on information security and privacy awareness.

[Learn more >](#)



### Fully ISO certified since 2015

We have been fully **ISO-certified since 2015**. Now we are proud to announce that, as of April 2023, we are one of the first organizations in Europe to have transitioned to the **ISO 27001:2022 standard!**

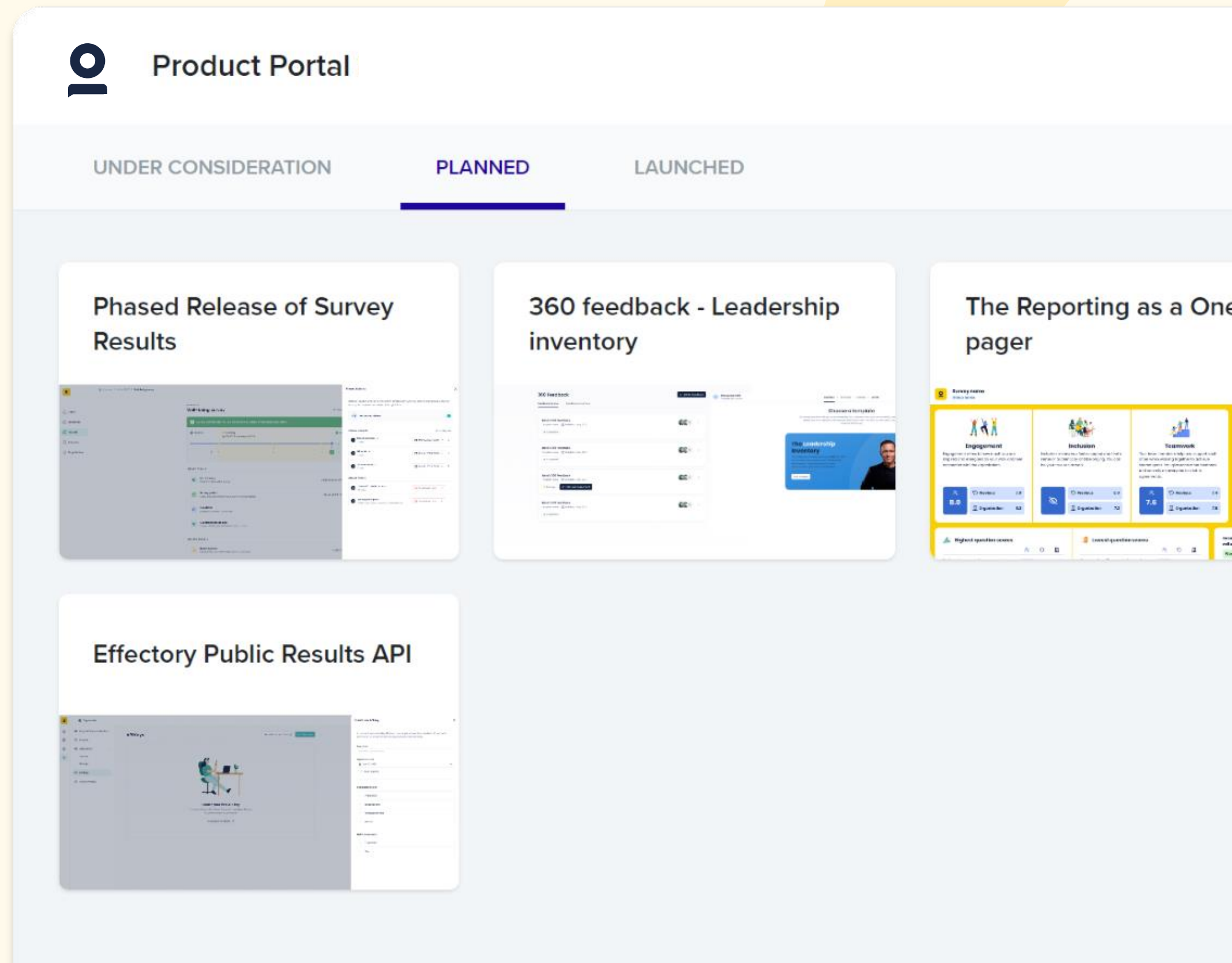


# Product portal

Share your feedback with us directly via our interactive Product portal!

- Help us define our roadmap by letting us know which features are most important to you.
- Explore in detail the platform developments we currently have planned.
- Learn everything about our latest feature releases.

[To the portal >](#)





# What we've done

See what's been rolled out to all eligible users.



# Results access settings

Gain precise control over who can access response rates and results for every survey.

- Easily manage who can see the response rate of an ongoing survey.
- Grant or revoke access to the results of a completed survey.
- Clear overview of the coordinators linked to a survey at every stage of the survey lifecycle.

[Learn more >](#)

## SHARING RESULTS



### Results release

Manage how and when you share results



### Result Access

Decide which users can view the survey results and response rate

## Results access

Here you can invite and manage users to access each group's results of the survey **The happy company**



Organizational Structure



2768 users with results

Search group or user

All



Group

Results access

▼ LimeJuice Inc  
Company

JF Jimmy Feest

JH Jennie Herman

TQ Travis Quitzon

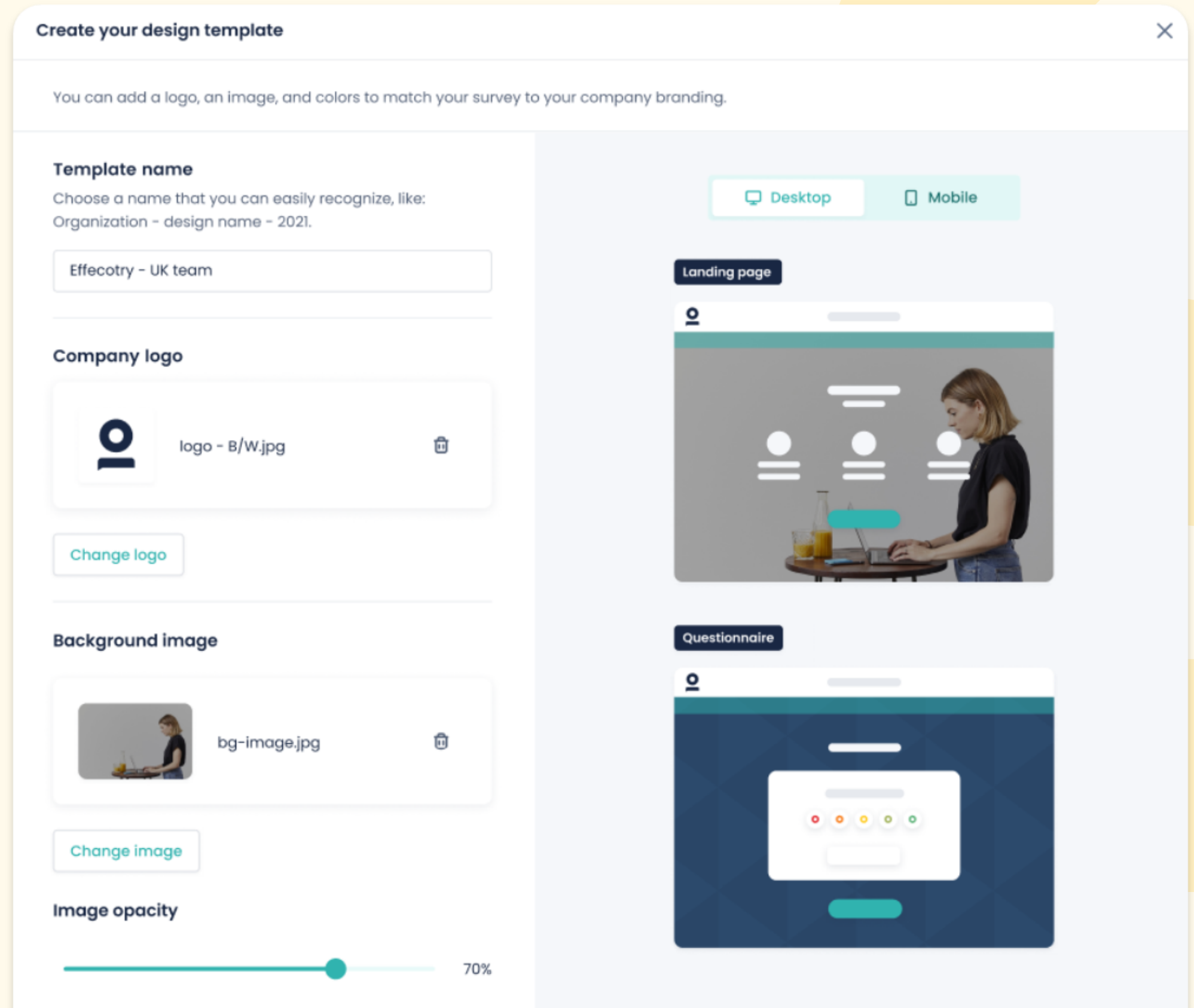
MH Manuel Hyatt

# Design templates

Effortlessly create engaging questionnaires and mailings.

- Customize questionnaires and mailings with your logo, colors, and individual backgrounds for consistent branding.
- Choose your designs in one simple step.
- Add your own touch by including custom introductions to the mailings.

[Learn more >](#)





# Multi-factor authentication settings

We are taking proactive steps to enhance platform security!

## Why?

At Effactory, we take the security of your data seriously, and we are committed to providing you with the highest level of protection against potential risks.

To ensure your peace of mind and protect your valuable data, we are introducing **Multi-Factor Authentication (MFA) settings** in My Effactory.

## What does this mean for you?

Starting from 1 November, depending on your role within the platform, when logging into My Effactory you may receive an e-mail as an additional factor to authenticate your login attempt. To gain access, you must verify your login through this e-mail.

Users who do not have access to their work e-mail, will not be able to verify their login and therefore to access My Effactory.

## Which users will be affected?

Multi-factor authentication will always be required for **Central** and **Employee Coordinators**.

Central Coordinators can easily set up multi-factor authentication preferences for all other coordinator roles.



Hi **Name**,

Please confirm that you want to log in to My Effactory by simply clicking the button below.

Confirm login

Learn more >

# New employee import

We have made uploading employee data more intuitive than ever! Discover how the new flow reduces mistakes and enhances efficiency.

- Upload and mapping are now combined into one streamlined, intuitive flow.
- Efficiently resolve duplicate issues within the same process.
- Improved date processing and adaptive date format display.

[Learn more >](#)

## Match your columns with our data fields

Match the columns in your file with the Effectory data fields, so we can recognize your data and know where it belongs. This way, we can process your data correctly and enable you to use it for My Effectory features. [Learn more](#)

### Basic employee data

For sending personal invitations and managing employee data

Effectory data fields	Columns in your file	Details
Employee ID <b>Required</b>	None	Not matched
E-mail address <b>Required</b>	Email	Matched

## Upload your employee file

You can upload a .XLS(X) or .CSV (UTF-8) file with any set of columns as long as it has one employee per row

[How to prepare your file](#)  
Learn what data fields to include and exclude

[Download our template](#)  
You can use our template to make this setup easier for you



Drag & drop your file here or...

.XLS, .XLSX or .CSV (UTF-8) files are allowed - Make sure your file contains column names and is not encrypted

[Choose file](#)

Issues now →

# Multiple group structures

With multiple structures, you can group your survey participants differently every time and view them in various contexts.

- Structure your participants in groups based on e.g. function, department, geography, etc.
- Select participant groups from your structures to send tailored surveys.
- Analyze results with your chosen structure for more actionable insights.

### Create structure


Name

Description (optional) 0/100

Give a meaningful description of your structure: What type of participant groups does it include?

to recognize this structure in the platform


Cancel Create structure

 Main structure

**Organizational structure**

This is a structure to map the the organization based on departments, teams and employees


31 groups

 Geographical structure

**Geographical structure**

This is a structure to map the employees based on country and city

107 groups

 Onboarding structure

**Onboarding structure**

This structure is setup to build an onboarding survey structure

29 groups

[Learn more >](#)

# New HRIS integrations

My Effectory now offers native integrations with over 20 HR Information Systems!

You can configure one in just a few easy steps directly from our [Integrations Marketplace](#) in **Organization > Integrations**.

- Set up your new integration directly in My Effectory with few easy steps.
- Instructions manual and step-by-step guide.
- Never have to update your employee data manually again!

[Learn more >](#)

## We support the following HRIS integrations:

Personio	Eurécia
Workday	Officient
SAP successfactors	Charlie
Factorial	HRworks
AFAS	Breathe HR
BambooHR	AlexisHR
Kenjo	Rippling
HeavenHR	Sapling
HiBob	Nmbrs
Cezanne HR	PeopleHR
Sage HR	Lucca
Humaans	HaileyHR
	IRIS Cascade

### Is your HRIS not listed here?

Get in touch with your CSM to explore possibilities!



# Results release settings

Tailor the sharing of survey results precisely to your organization's needs, ensuring that the relevant insights reach the right people at the best time.

- Customize when and how your survey results are shared, if at all.
- Phased release options for targeted sharing.
- Automated notifications ensure stakeholders are always in the loop.

[Learn more >](#)

### Results release

Select how you want to release the results. We will use e-mail notifications to let users know when results are available. [Learn more](#)

**Response rate only**  
Results will not be released - Users with access can view the response rate

**Release to everyone (estimated [date])**  
Release results for all users that have access as soon as they are available

**Phased release to selected users**  
Release results in phases to specific users that have access

Add phases to control who will view results and when. You can add phases to share results with specific users or still share the results with all users and participants on a date of your choice.

#### Release Phases

[+ Add phase](#)

1 **All users with results access**  
28 users

2 **Participants**  
431 participants can view their results in My Feed

May 2023

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

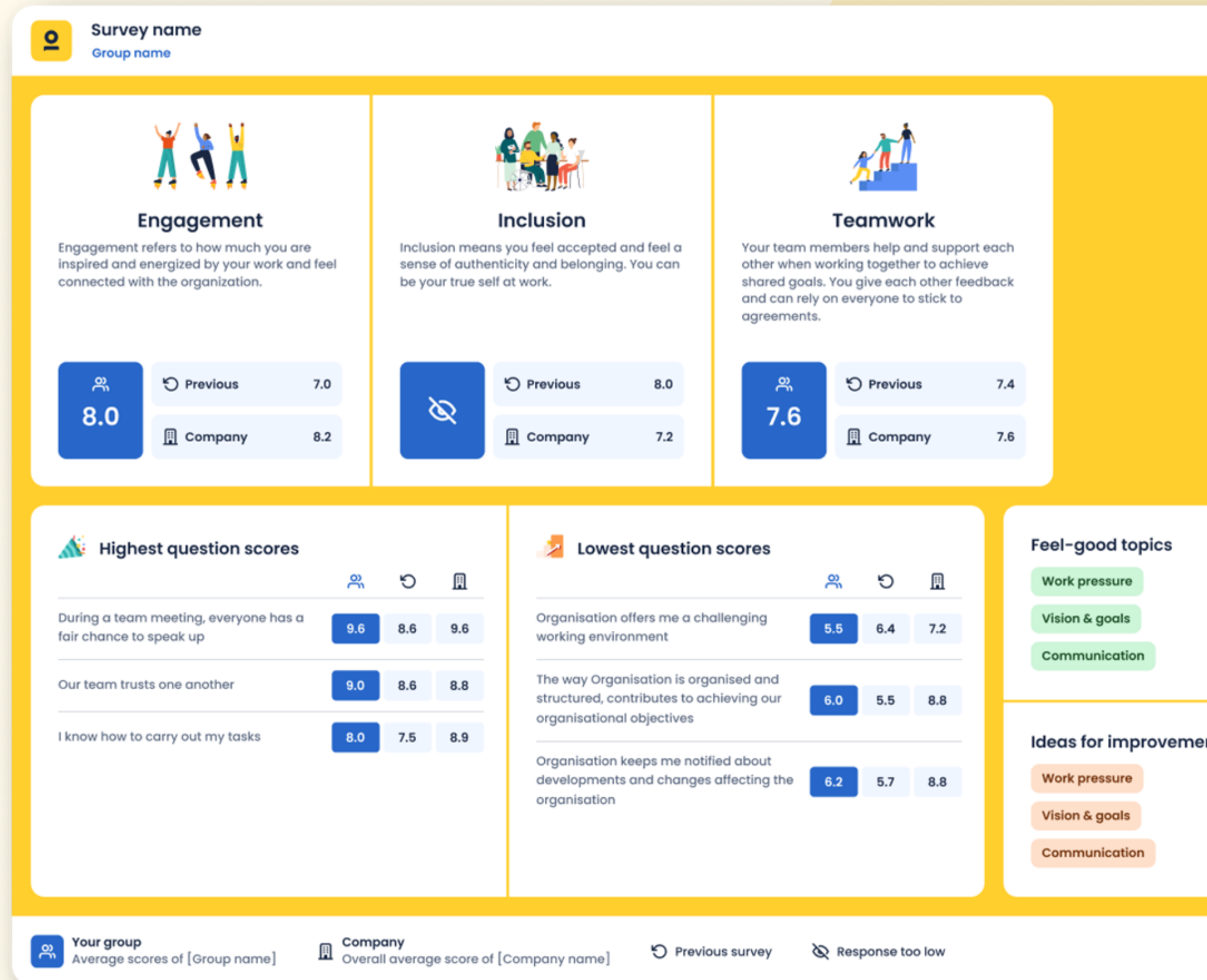


# One-pager

We're making it easier than ever to share your survey results with your entire organization!

E-mail, print, or hang our new one-pager to provide your audience with all the most relevant insights. This includes:

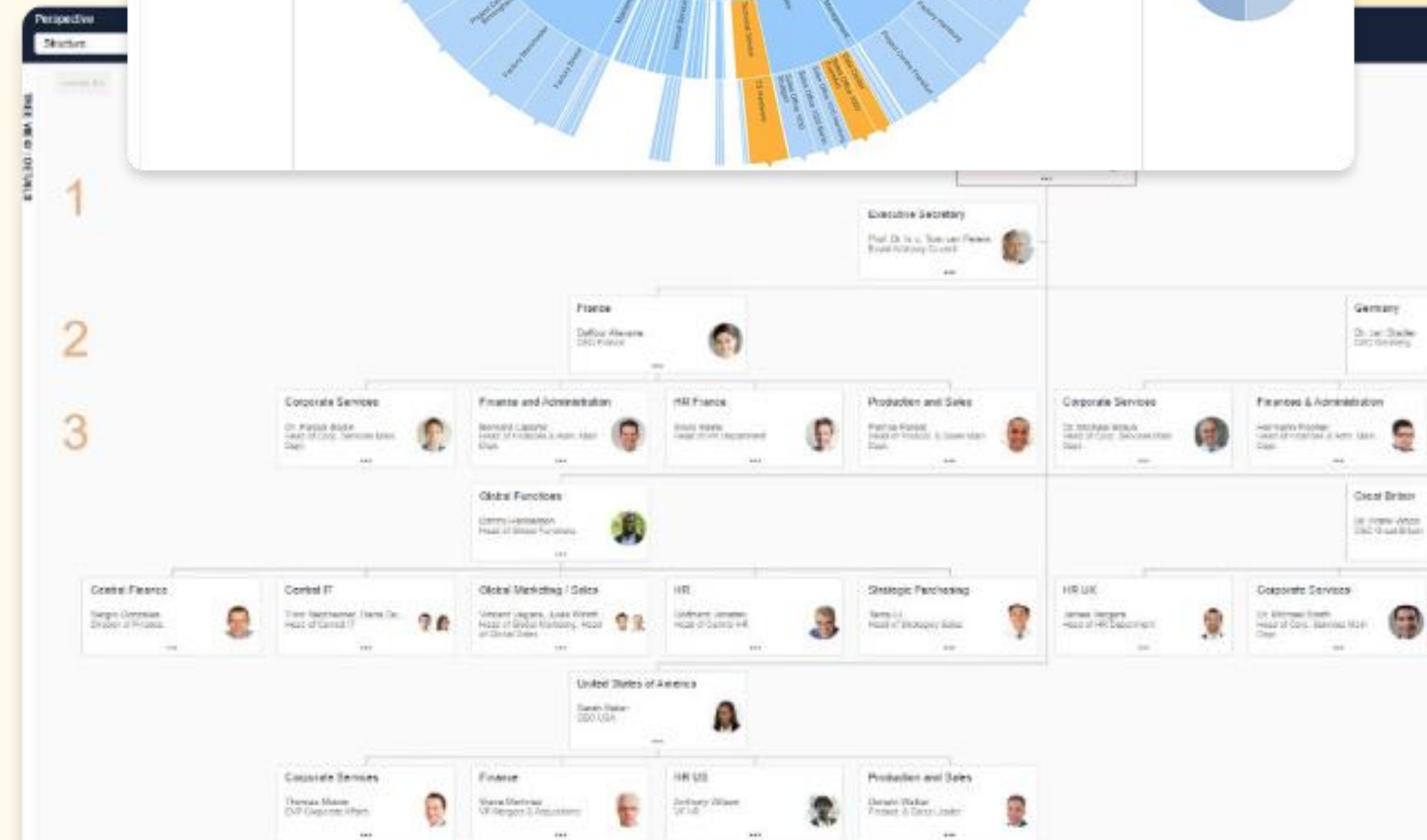
- Scores on themes.
- Highest and lowest scoring questions.
- Feel good topics.
- Ideas for improvement.
- And much more!



# Org.mapper

Effortlessly create accurate reporting structures and fix data inconsistencies early on with **org.mapper**. Less manual effort will save you time and drastically reduce errors and inconsistencies.

- Visualize organizational hierarchies, merge teams, and ensure data accuracy.
- Set up reporting structures directly from your HRIS.
- Integrate various data sources, whether it's different HRIS systems or business unit locations.
- Enhance security by eliminating the need for local Excel file exchanges via email.



# Advanced analytics

Transform your data into actionable insights and identify the most effective strategies you can employ to benefit your organization.

- **Correlation visualization:** Uncover the connections among questions.
- **Key driver analysis:** Pinpoint which themes serve as the most influential predictors of engagement, employer excellence, eNPS, etc.
- **Group differences:** Categorize respondents based on specific scores and analyze their impact on other work-related topics.

[Learn more >](#)



# Correlations report

Gain deeper insights with our new Excel export!

- Easily access all correlation analyses in a consistent Excel format.
- View correlations for each theme and related questions organized across multiple tabs
- Questions are sorted from strongest to weakest correlation, ensuring a clear view of key relationships.

	Doing my work gives me energy	I enjoy doing my work / tasks	My skills and abilities fit in well with my job	I can decide how I carry out my work	I know what results are expected of me at work	Important information is readily accessible for me	I am provided with good work resources (tools, devices, software, materials, etc.) to do my job well	I have good opportunities to develop myself professionally and personally	When I do a good job, I receive praise and recognition	I can be myself around everyone I work with	In my team we collaborate well	My team understands what needs to be done to contribute to the success of Effectory	My team continuously develops good ideas for improvement	In my team, we have taken action to improve on our feedback results	I have confidence in my team lead	My team lead motivates me in my work	My team lead encourages my development	I am regularly given useful performance feedback	My team lead supports me in achieving my objectives	My team lead leads changes in an exemplary manner	My team lead sets a good example for my team	I am proud to work at Effectory	I feel that I fit in at Effectory	I identify with the culture of Effectory
Doing my work gives me energy	1	0.69	0.40	0.29	0.20	0.08	0.16	0.33	0.30	0.23	0.32	0.36	0.27	0.20	0.40	0.41	0.38	0.31	0.41	0.31	0.34	0.33	0.33	0.26
I enjoy doing my work / tasks	0.69	1	0.51	0.21	0.11	0.10	0.18	0.27	0.16	0.15	0.26	0.26	0.24	0.18	0.33	0.37	0.28	0.28	0.41	0.31	0.34	0.33	0.33	0.26
My skills and abilities fit in well with my job	0.40	0.51	1	0.24	0.14	0.14	-0.02	0.18	0.10	0.15	0.27	0.16	0.20	0.14	0.26	0.22	0.13	0.24	0.41	0.31	0.34	0.33	0.33	0.26
I can decide how I carry out my work	0.29	0.21	0.24	1	0.35	0.22	0.21	0.16	0.12	0.21	0.16	0.12	0.14	0.14	0.30	0.23	0.21	0.14	0.41	0.31	0.34	0.33	0.33	0.26
I know what results are expected of me at work	0.20	0.11	0.14	0.35	1	0.32	0.12	0.19	0.31	0.23	0.23	0.43	0.30	0.30	0.39	0.30	0.29	0.32	0.41	0.31	0.34	0.33	0.33	0.26
Important information is readily accessible for me	0.08	0.10	0.14	0.22	0.32	1	0.42	0.22	0.30	0.09	0.23	0.33	0.21	0.15	0.33	0.27	0.26	0.32	0.41	0.31	0.34	0.33	0.33	0.26
I am provided with good work resources (tools, devices, software, materials, etc.) to do my job well	0.16	0.18	-0.02	0.21	0.12	0.42	1	0.31	0.32	0.16	0.11	0.25	0.13	0.19	0.38	0.25	0.31	0.29	0.41	0.31	0.34	0.33	0.33	0.26
I have good opportunities to develop myself professionally and personally	0.33	0.27	0.18	0.16	0.19	0.22	0.31	1	0.48	0.24	0.20	0.27	0.29	0.23	0.37	0.29	0.41	0.28	0.41	0.31	0.34	0.33	0.33	0.26
When I do a good job, I receive praise and recognition	0.30	0.16	0.10	0.12	0.31	0.30	0.32	0.48	1	0.20	0.27	0.35	0.27	0.29	0.49	0.55	0.47	0.53	0.41	0.31	0.34	0.33	0.33	0.26
I can be myself around everyone I work with	0.23	0.15	0.15	0.21	0.23	0.09	0.16	0.24	0.20	1	0.30	0.26	0.16	0.22	0.27	0.17	0.24	0.16	0.41	0.31	0.34	0.33	0.33	0.26
In my team we collaborate well	0.32	0.26	0.27	0.16	0.23	0.23	0.11	0.20	0.27	0.30	1	0.53	0.58	0.44	0.40	0.35	0.39	0.34	0.41	0.31	0.34	0.33	0.33	0.26
My team understands what needs to be done to contribute to the success of Effectory	0.36	0.26	0.16	0.12	0.43	0.33	0.25	0.27	0.35	0.26	0.53	1	0.58	0.49	0.45	0.37	0.43	0.36	0.41	0.31	0.34	0.33	0.33	0.26
My team continuously develops good ideas for improvement	0.27	0.24	0.20	0.14	0.30	0.21	0.13	0.29	0.27	0.16	0.58	0.58	1	0.50	0.39	0.32	0.37	0.27	0.41	0.31	0.34	0.33	0.33	0.26
In my team, we have taken action to improve on our feedback results	0.20	0.18	0.14	0.14	0.30	0.15	0.19	0.23	0.29	0.22	0.44	0.49	0.50	1	0.41	0.42	0.33	0.34	0.41	0.31	0.34	0.33	0.33	0.26
I have confidence in my team lead	0.40	0.33	0.26	0.30	0.39	0.33	0.38	0.37	0.49	0.27	0.40	0.45	0.39	0.41	1	0.73	0.62	0.56	0.41	0.31	0.34	0.33	0.33	0.26
My team lead motivates me in my work	0.41	0.37	0.22	0.23	0.30	0.27	0.25	0.29	0.55	0.17	0.35	0.37	0.32	0.42	0.73	1	0.63	0.64	0.41	0.31	0.34	0.33	0.33	0.26
My team lead encourages my development	0.36	0.28	0.13	0.21	0.29	0.26	0.31	0.41	0.47	0.24	0.39	0.43	0.37	0.33	0.62	0.63	1	0.57	0.41	0.31	0.34	0.33	0.33	0.26
I am regularly given useful performance feedback	0.31	0.28	0.24	0.14	0.32	0.32	0.29	0.28	0.53	0.16	0.34	0.36	0.27	0.34	0.56	0.64	0.57	1	0.41	0.31	0.34	0.33	0.33	0.26
My team lead supports me in achieving my objectives	0.41	0.36	0.27	0.23	0.39	0.29	0.31	0.31	0.44	0.29	0.41	0.44	0.32	0.38	0.74	0.73	0.65	0.67	1	0.41	0.31	0.34	0.33	0.26
My team lead leads changes in an exemplary manner	0.31	0.27	0.23	0.29	0.38	0.33	0.29	0.24	0.39	0.27	0.33	0.37	0.40	0.31	0.72	0.64	0.49	0.55	0.74	1	0.41	0.31	0.34	0.26
My team lead sets a good example for my team	0.34	0.26	0.23	0.27	0.30	0.37	0.38	0.35	0.47	0.22	0.39	0.38	0.36	0.37	0.81	0.77	0.59	0.66	0.74	0.73	1	0.41	0.31	0.26
I am proud to work at Effectory	0.45	0.46	0.40	0.09	0.19	0.16	0.18	0.35	0.33	0.18	0.28	0.24	0.20	0.25	0.29	0.30	0.26	0.35	0.41	0.31	0.34	1	0.41	0.26
I feel that I fit in at Effectory	0.33	0.29	0.34	0.10	0.27	0.22	0.19	0.28	0.27	0.37	0.19	0.28	0.14	0.16	0.31	0.25	0.12	0.24	0.41	0.31	0.34	0.33	1	0.26
I identify with the culture of Effectory	0.26	0.23	0.19	0.01	0.32	0.22	0.20	0.24	0.26	0.35	0.18	0.28	0.11	0.21	0.29	0.15	0.14	0.25	0.41	0.31	0.34	0.33	0.33	1

[Learn more >](#)

# Your Feedback

The new personal portal integrates **My Feedback** into **My Effectory**, enabling survey participants to view and compare their scores effortlessly.

- The new design makes feedback accessible and engaging, helping employees quickly act on insights and keep feedback relevant over time.
- Each question type displays individual and comparison scores uniquely, with some showing answer distributions for deeper insights.
- Choose which teams or benchmarks you want to compare your answers to, and see how your own team compares to the rest of the organization.

### Your Feedback

All the company wide surveys you've been invited to provide Your Feedback

- Survey is open, not filled in yet, shorter than a week  
Engagement Closes today at 15:00 [Participate](#)
- Survey is open, not filled in yet, longer than a week  
Engagement 15 days left [Participate](#)

← Back

## Team Check-in

Team Development English Closed on 22 Aug, 2023

[Your answers](#) [Group results](#)

Search Change comparison

Topic / Theme	Your Answer	Group Comparison
I enjoy doing my work / tasks	Strongly Agree	
I feel strongly supported by my direct supervisor in my professional development and growth within the organization.	Agree	
I am proud to work for Organisation	Agree	
I feel that I fit in at Organisation	Strongly Agree	

Topic / Theme	Your Answer	Group Comparison								
I enjoy taking on new or different responsibilities	Agree									
How many bananas can you eat every day?	<ul style="list-style-type: none"> <li>1-2 banana's</li> <li>Other, namely...</li> </ul> <p>I don't have a set number, but I usually grab a banana whenever I feel hungry between meals.</p>	<table border="1"> <thead> <tr> <th>Answer</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1-2 bananas</td> <td>33%</td> </tr> <tr> <td>3-4 bananas</td> <td>12%</td> </tr> <tr> <td>5-6 bananas</td> <td>0%</td> </tr> </tbody> </table>	Answer	Percentage	1-2 bananas	33%	3-4 bananas	12%	5-6 bananas	0%
Answer	Percentage									
1-2 bananas	33%									
3-4 bananas	12%									
5-6 bananas	0%									

[Learn more](#)



# Leadership Role Compass

Our **Leadership Role Compass** tool provides managers with comprehensive insights aimed at fostering personal development.

- It helps managers improve leadership through self-reflection, alignment with team expectations, and open communication.
- Emphasizes leadership within specific contexts, focuses on manager-team dynamics, and adapts to diverse environments.
- Offers a space for managers to develop skills that fit their specific environment, leadership philosophy, and team relationships.

## The Leadership Role Compass

By Armin Trost

Find out what kind of leader you want to be. Compare how your leadership goals match with your current behaviors and what your team needs from you.

About Questions for you Questions for your team

The Leadership Role Compass is a 360-degree survey developed by HR industry expert Prof. Armin Trost and brought to you by Effectory! It allows you to understand your role as a manager in relation to the expectations of your employees. By identifying whether you exhibit traits of a Boss, Enabler, Coach, or Partner, you can improve communication and alignment with your team and respond more effectively to their needs.

**This survey is for you if**

- ✓ You manage a team of 5 or more employees
- ✓ You want to promote effective leadership
- ✓ You want to improve the manager-employee relationship
- ✓ You want to gain a comprehensive view of your leadership from both your and your team's perspective

**You will gain**

- ✓ A unique role profile of your leadership style, tailored to your specific context, rather than just a generic leadership survey

[Use template →](#)

JK Jane's leadership inventory The Leadership Inventory

Questions Feedback circle Settings Results

Results Answers Guide

## Find your leadership role

Compare how your idea of leadership matches your current behaviors and what your team needs from you.

Report created on 22 August, 2024

Compare Idea of Leadership to Employee Feedback

**LEADERSHIP ROLES**

**Boss**  
Directs and makes decisions by themselves

**Partner**  
Shares responsibility through collaboration

[Learn more >](#)



# What's coming

Take a peak at what's on our roadmap.

**Please note:** This roadmap is intended to offer a glimpse into our future plans. Features, timelines, and visual representations shown are only indicative and may change as we adapt to new opportunities and challenges.


# Advanced filters

We are enhancing our dashboard to allow for more dynamic reporting. This will help you gain a deeper understanding of your respondents' feedback.



- Refine your results with advanced filters based on group, age, gender, and more.
- Gain more actionable insights by zooming in on specific respondent groups.
- Our algorithm ensures confidentiality is guaranteed at all times.

### Create advanced filter ×

**Name** 0/50


 **4 / 316 respondents selected**

A minimum of 5 respondents is required to calculate new results

 **Groups** ▼ 

2 Groups selected Product & Development

AND

**Manager** ▼ 

**Is** ▼  ▼

# Question library

More question management features are coming to My Effectory:

- Make each question truly yours by customizing merge fields with your organization's information.
- Create custom questions tailored to your organization's specific needs.
- Manage question translations.
- Templates enable you to customize your question library with ease.

[Learn more](#) >

The image displays three overlapping screenshots of the My Effectory Question Library interface. The top screenshot shows the 'Add questions' screen with a 'Select or create a question' button and a tip: 'Tip: Avoid phrasing your questions negatively. Learn more about how to form a survey question'. The middle screenshot shows the 'Your question library' overview with a search bar and tabs for 'Overview', 'Themes & topics', 'All questions', and 'Variables'. The bottom screenshot shows a detailed view of a question under the 'Employership' theme, which includes a video player and a list of questions with 'Rating scale' options.

**Add questions**  
Tailor your surveys to fit your context by adding additional Effectory or custom questions to your library

**Select or create a question**  
Tip: Avoid phrasing your questions negatively. Learn more about how to form a survey question

**Your question library**  
Explore the questions you can ask in your surveys for this project

Overview **Themes & topics** All questions Variables

Search for specific questions Collapse all

**Employership** 4 Questions Theme

Organizations that work on employership provide their employees with a work environment where they feel at home and accepted. Such a work environment enhances your employees' feeling of belonging with their colleagues and your organization. High employership mean your employees feel part of a team, motivated, inspired, and cared for at your organization. In such an environment, your employees will perform better with the organization for a longer period because they are more motivated.

10

good organization to work for Rating scale

by organization Rating scale

employees' ideas and suggestions to do better Rating scale

future of organization inspires me Rating scale

3 Questions Theme

Workplace enablement refers to how your organization addresses the needs of your employees to work efficiently, productively, and happily.

# Effectory Public API

Unlock the power of your data with **Effectory's Public API**.

- Seamlessly and securely connect your Effectory survey results data across multiple systems.
- Import your survey results into your organization's own dashboard and combine them with your own KPIs.
- Conduct comprehensive analyses tailored to your organization's needs.

Take full control and experience the freedom to use your data exactly as you envision!

### Create new API Key ✕

to connect securely to My Effectory, your application or tool needs an API key with permission to access the resources, such as employee data

**Key name**  
Zappier

**Expiration date**  
never ▼

Never expires

---

**Read permissions**

<input checked="" type="checkbox"/>	Employees
<input type="checkbox"/>	Response rate
<input checked="" type="checkbox"/>	Participation rate
<input type="checkbox"/>	Results

**Write permissions**

<input checked="" type="checkbox"/>	Employees
<input type="checkbox"/>	Files





# Thank you!

**Questions or feedback?**

Get in touch with our [Helpdesk](#)  
or with your CSM!