



Effactory

Product Roadmap

Q2 2024– Q4 2025

Don't miss out on any future updates.
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Contents



- **Our Product vision**
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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

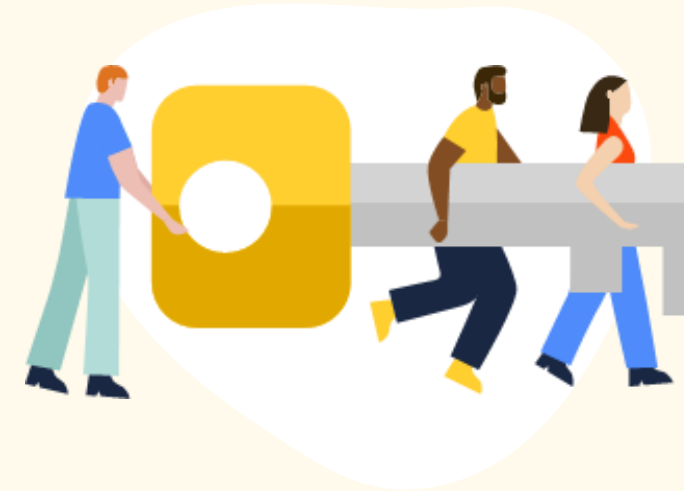
Surveying should be a no-brainer!

World-class data security

Effectory 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

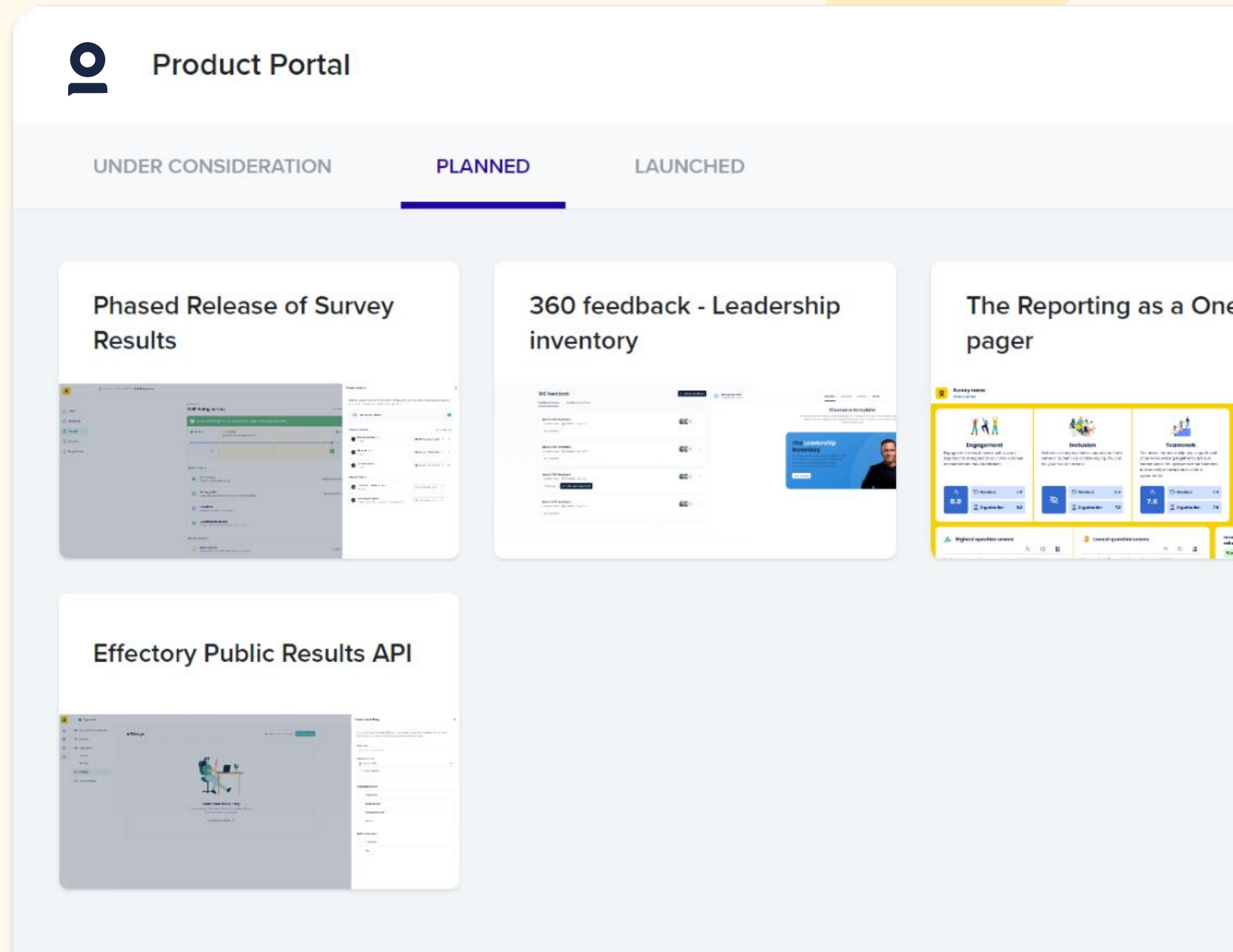
We have been fully **ISO-certified since 2015**. Now we are proud to announce that, as of April 2023, we are one of the first organizations in Europe to have transitioned to the **ISO 27001:2022 standard**!

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.

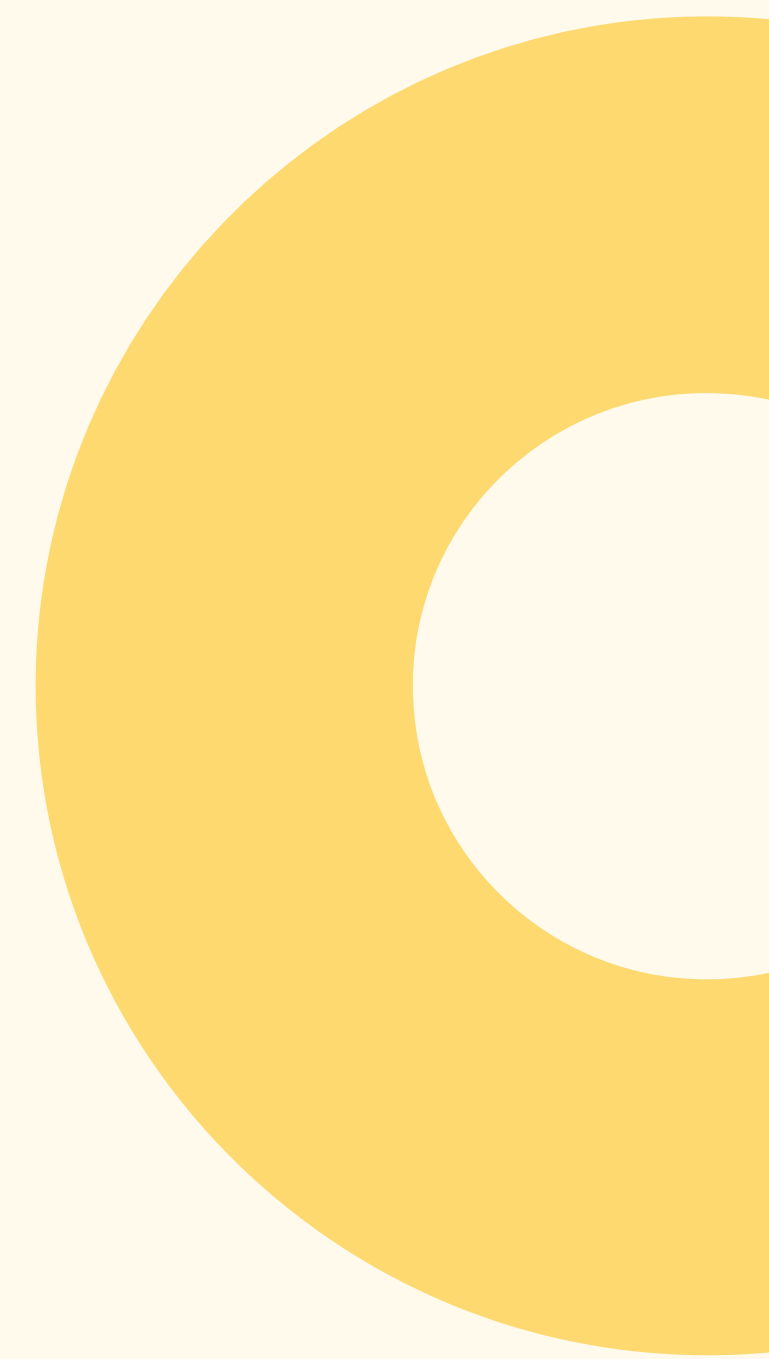
To the portal >





What we've done

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



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 Fee

May 2023

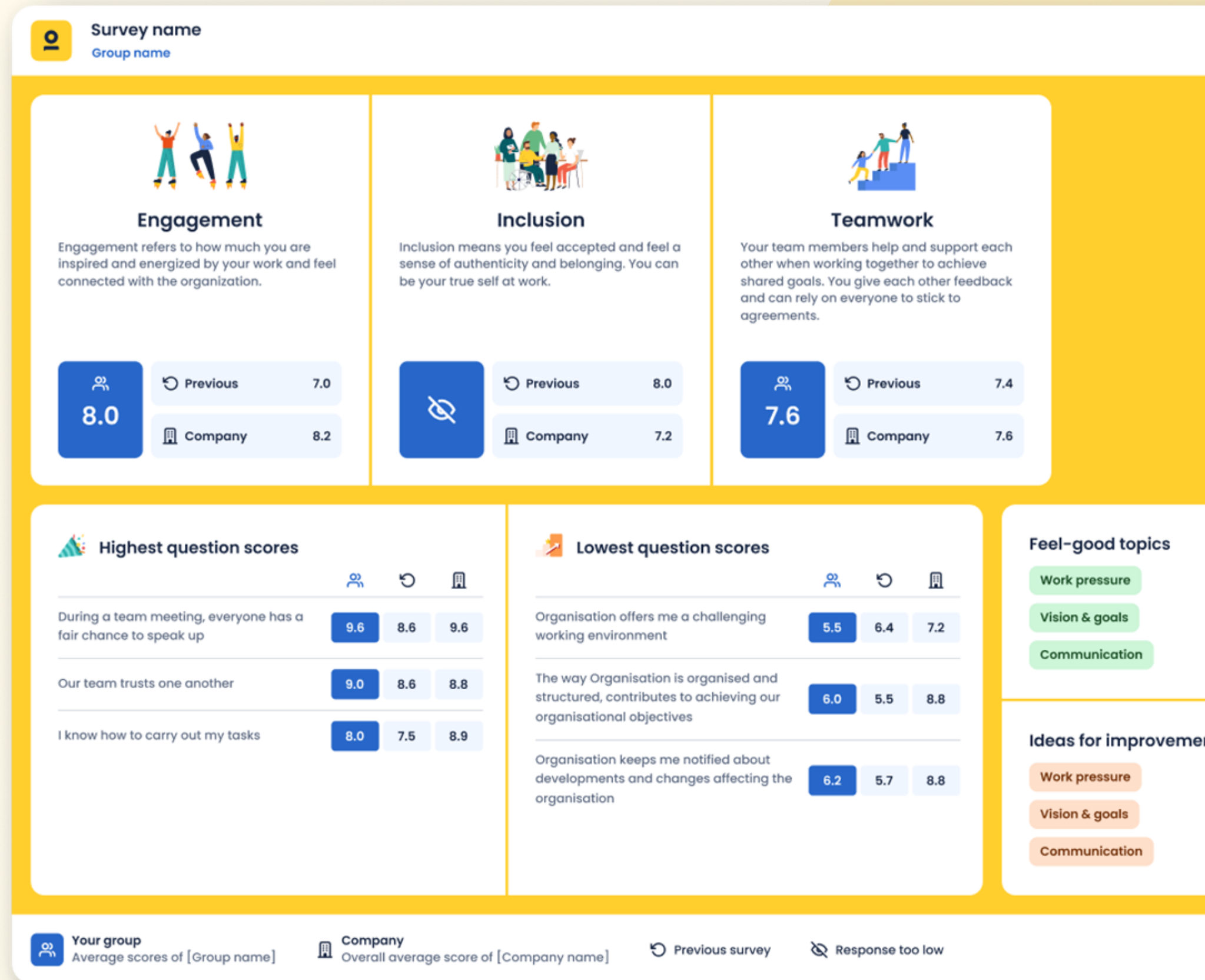
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

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:

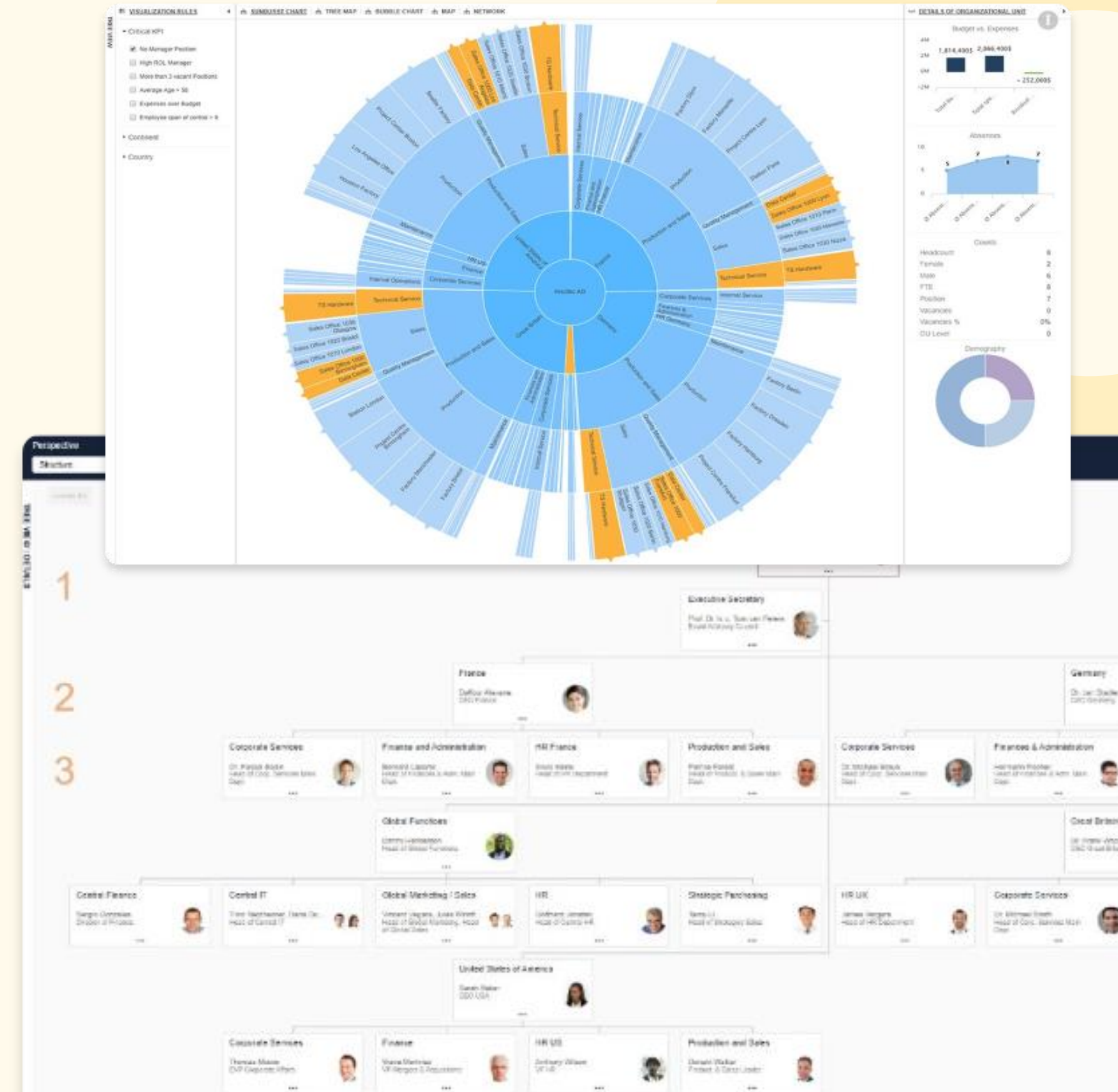
- Scores on themes.
- Highest and lowest scoring questions.
- Feel good topics.
- Ideas for improvement.
- And much more!



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.

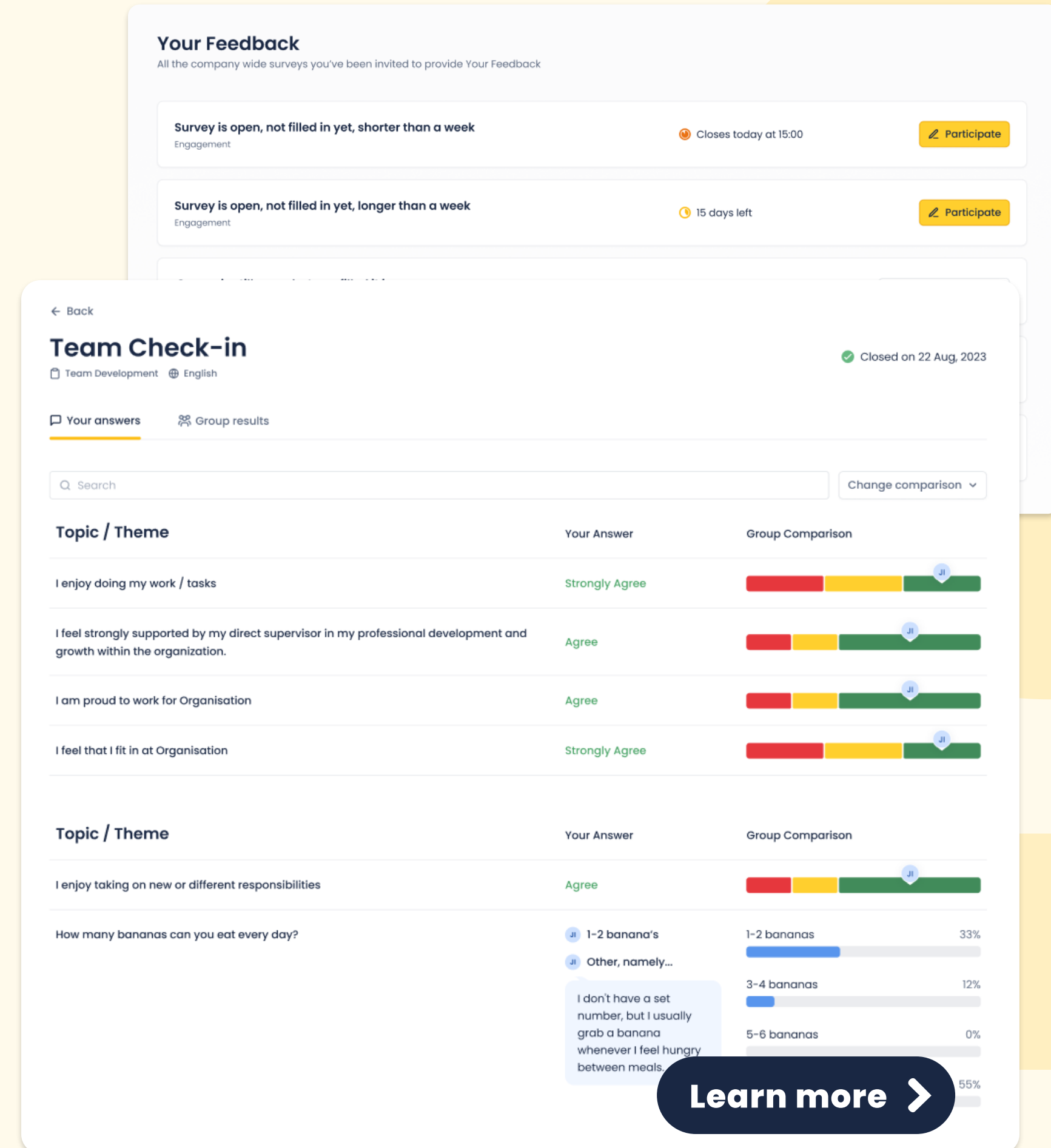
Learn more ➔

	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	0,89	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						
I enjoy doing my work / tasks	0,89	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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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					
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		1				
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			1			
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				1		
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					1	
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						1

Your Feedback

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

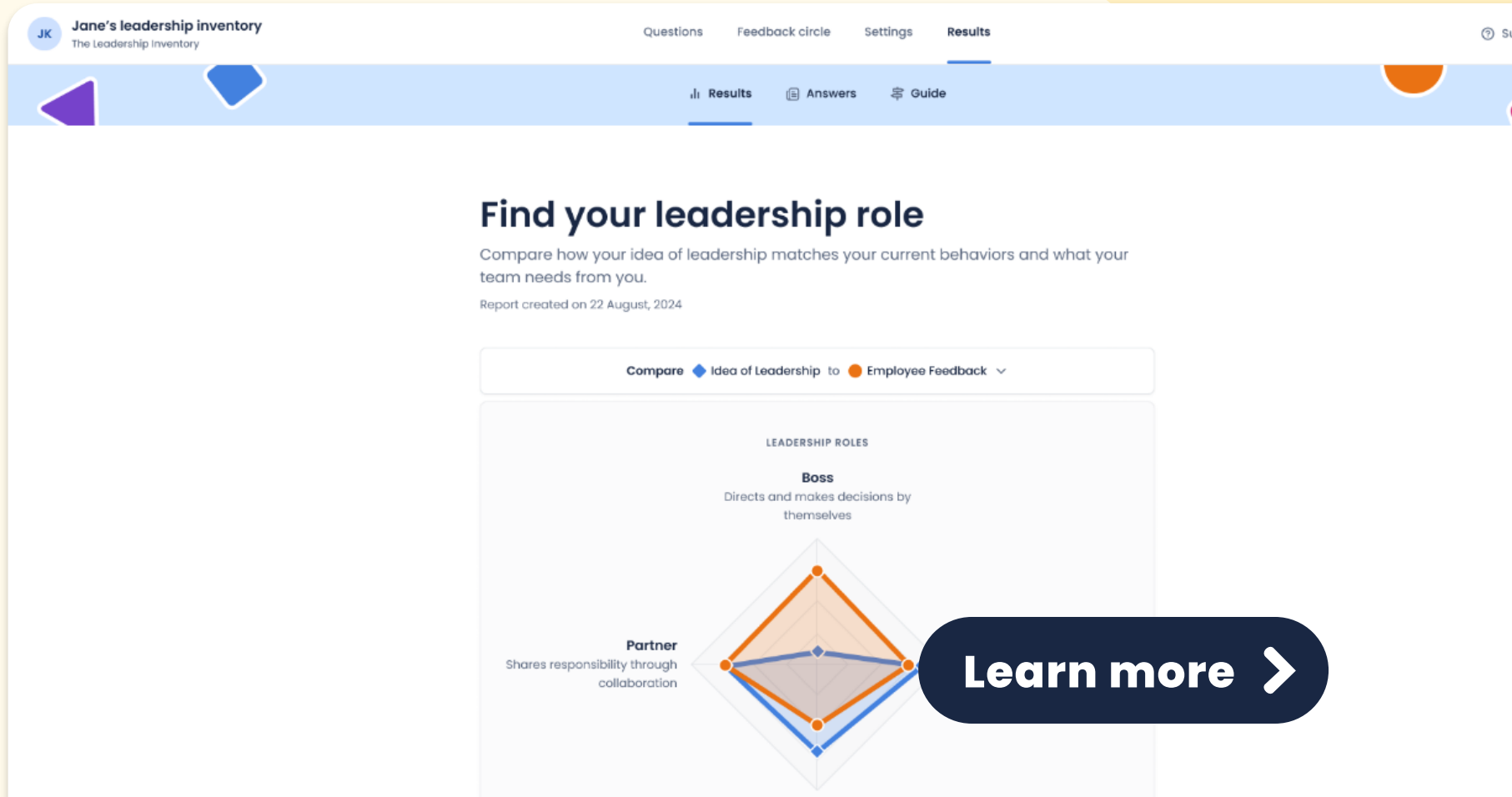
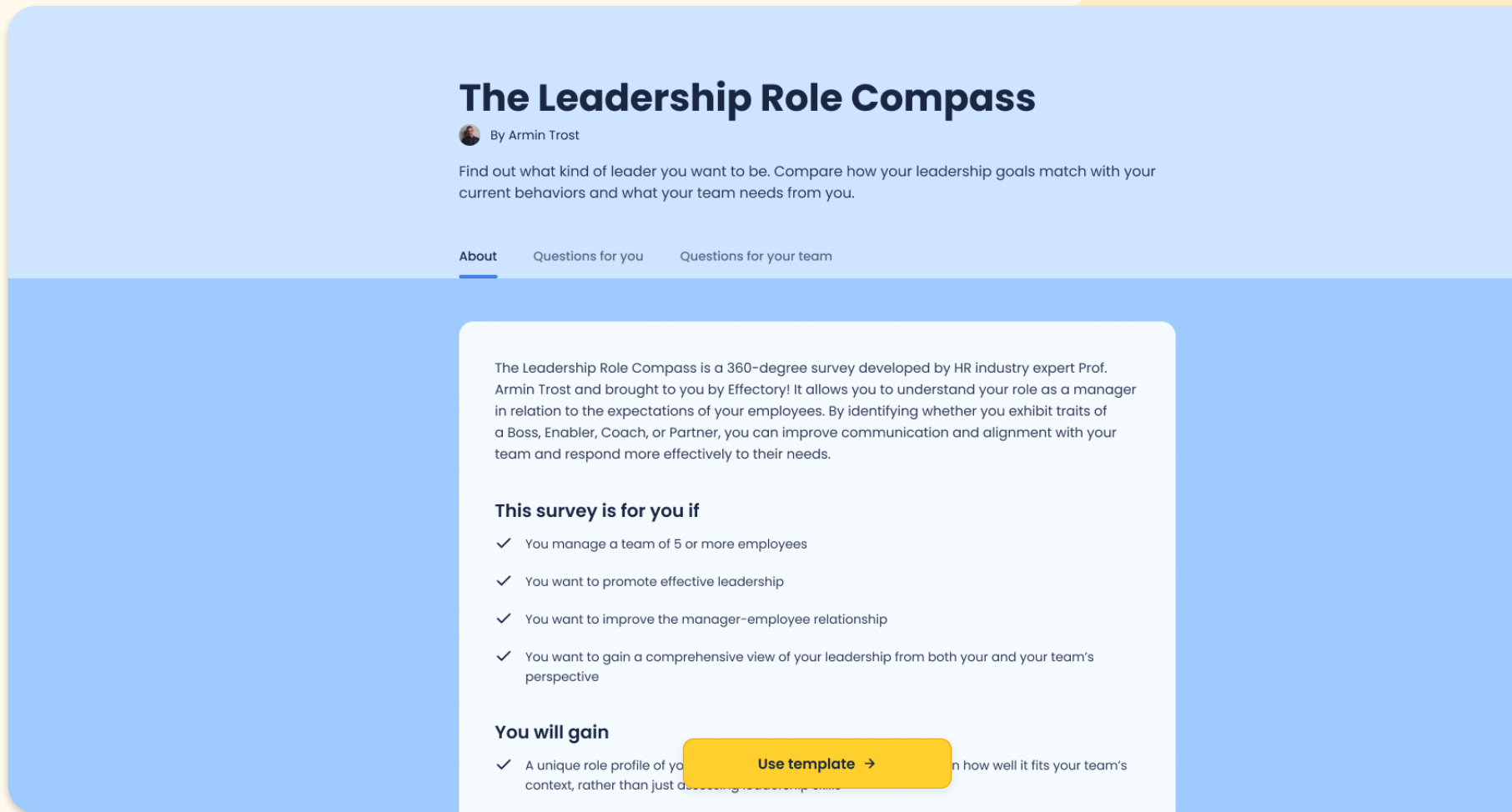
- The new design makes feedback accessible and engaging, helping employees quickly act on insights and keep feedback relevant over time.
- Each question type displays individual and comparison scores uniquely, with some showing answer distributions for deeper insights.
- Choose which teams or benchmarks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



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.



Want to get started? Reach out to your CSM to start using the template!

Survey Timeline										Survey start
Activity		Date	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	
Setup & preparation	Kick-off session									
	Configure project settings									
	Technical setup — Confirm system requirements									
	Organizational structure session									
	Import employee data & define group structure(s)									
	Question library session (optional)									
	Determine survey questions									
	Translations of custom questions (optional)									
Communication & survey creation	Announcement to managers									
	Announcement to employees									
	Platform onboarding session									
	Create survey									
	Link group coordinators									
	Group linking — Set up internal benchmarks									
	Second announcement to managers & employees									
	Review survey with your CSM (optional)									
	Finalize & plan survey									
	Survey setup freeze — No more changes allowed 12h before start									
Survey launch & monitoring	Survey start	ENTER DATE								
	Survey invitations sent to participants									
	Invitation for managers to follow survey response									
	Configure release of survey results									
	Survey reminder at 50% of duration									
	Survey reminder at 90% of duration									
	Extend survey until 8h before end (optional)									
	Survey end	ENTER DATE								
Survey closure & results	Thank you e-mail to managers & employees									
	Results available									
	Results presentation (optional)									
	Invitation for managers to explore survey results									
	Invitation for participants to explore personal and own team scores									
	Extra workshops (optional)									
	Success review & evaluation									

Allowed e-mail domain settings

Keep coordinator access secure by controlling which email domains can be used in My Effectory. This feature helps you ensure that **only trusted, company-approved email addresses are used when assigning coordinators.**

- Only approved domains can be used when linking new coordinators.
- Personal email domains like Gmail or Hotmail are blocked by default.
- Create a custom allowlist to define exactly which domains are permitted.
- Also applies to coordinator suggestions and automatic linking.
- Existing coordinators remain unaffected.

Allowed email domains

Control which email domains coordinators can use to sign up

☐ Allow all email domains
Free e-mail domains like gmail.com, hotmail.com etc. are excluded

☒ Restrict registration for specific domains
Only allow registration of specific email domains

Allowed domains

[Learn more >](#)



What's coming

Take a peak at what's on our roadmap.

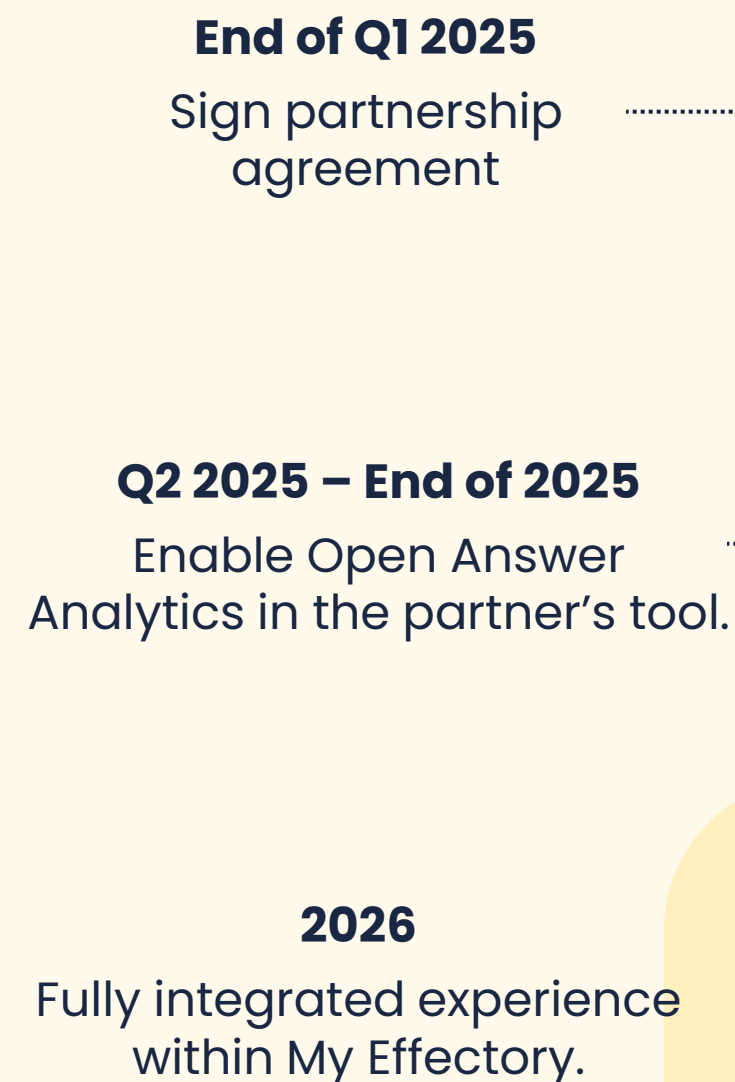
Please note: This roadmap is intended to offer a glimpse into our future plans. All planned features and timelines may change as we adapt to new opportunities and challenges.

Unlocking Deeper Insights from Open Answers

We're taking open answer analysis to the next level by integrating **advanced AI-driven tools** into our platform. To ensure the highest quality insights, we're partnering with a trusted external vendor.

What to expect:

- **Seamless** integration with a top-tier analytics tool.
- **No data limits**—you can analyze all open answers across your surveys.
- Your data stays **secure** in EU data centers and won't be used for training purposes.



Significance in the Results Dashboard

We're reintroducing **statistical significance** to the results dashboard, so you can see whether score differences are meaningful or just random variation, helping you make more informed decisions.

- Significant differences will be marked with an asterisk (*).
- Calculated using standard deviation, group size, and variability.
- A 95% confidence level ensures reliable insights.

Sort

Themes

Compare: Groups & Benchmarks

Demo Organisatie	Previous survey	Benchmark	Top 3 benchmark
5.5	6.0	* 7.7	8.0
6.1	7.5	7.9	8.2
6.6	6.9	7.8	8.0
8.8	* 6.9	7.8	8.0

Significance (*)

Significance helps identify whether the difference between two scores is meaningful and not due to random chance. A score marked with an asterisk indicates that the difference between this score and {{currentGroup}}'s score is considered significant. It reflects a real difference worth paying attention to.

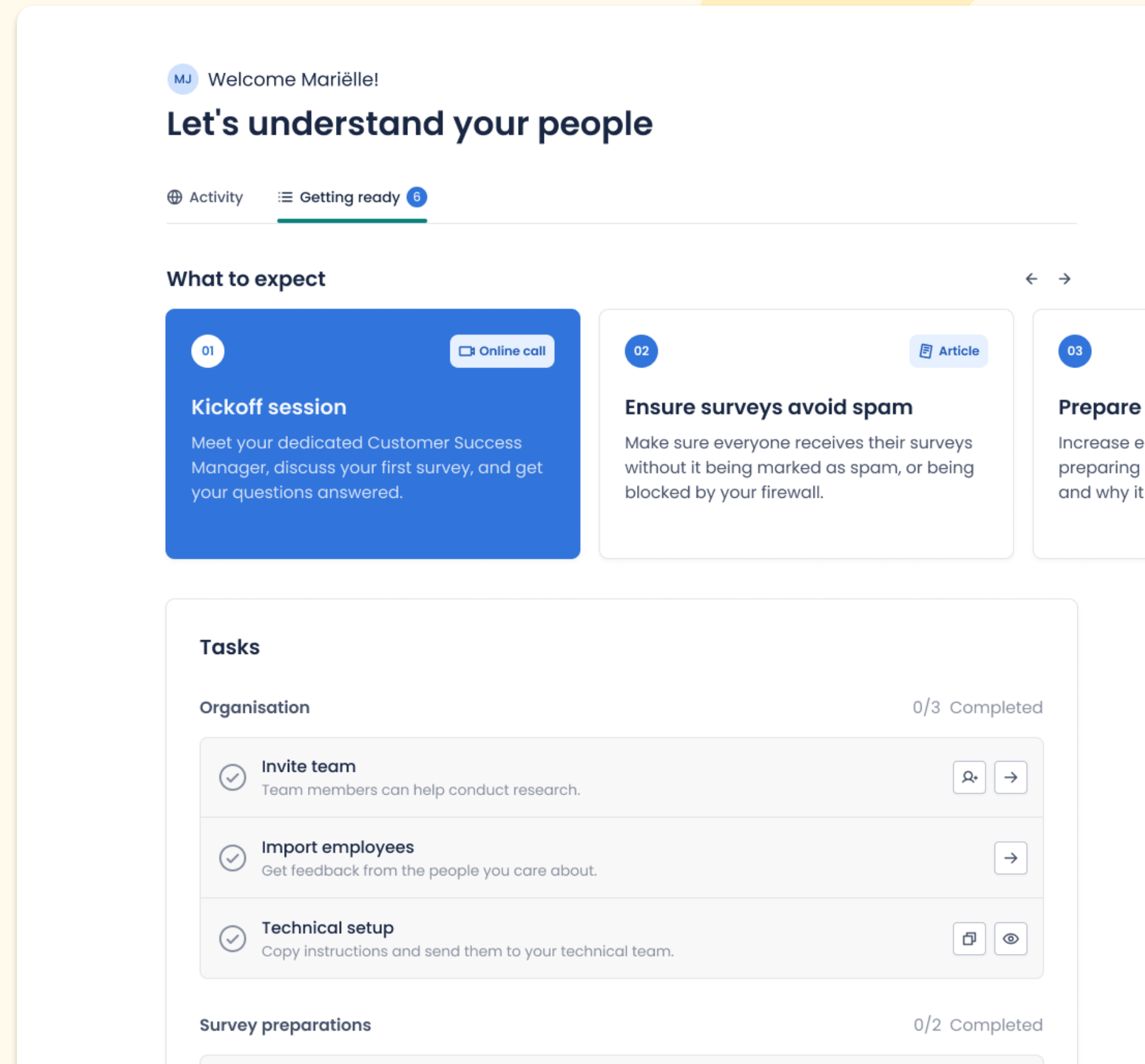
CURRENT GROUP	PREVIOUS SURVEY	BENCHMARK
5.5	6.0	7.7 *

Onboarding Task List

Easily launch your first survey with our new **onboarding task list**. This step-by-step checklist guides you through the entire setup, ensuring a smooth and confident start.

- A clear checklist covering all steps of survey setup.
- Direct links to relevant platform sections or helpful information.
- Best-practice advice and in-depth guidance at every step.
- A structured overview from start to finish—so you always know what's next.

Follow the task list in the platform and launch your survey with confidence!



Communication Toolkit

Set your employee survey up for success with our all-new **Communication Toolkit**!

This comprehensive set of resources helps you inform, engage, and motivate employees and stakeholders before, during, and after your survey, ensuring high participation and impactful results.

- **Ready-to-use templates:** From teaser announcements to follow-up messages, we provide clear, customizable communication materials for every stage of your survey.
- **Multi-channel approach:** Email, intranet, flyers, video scripts—tailor your communication strategy to fit your organization's needs.

- **Best-practice recommendations:** Learn what works best to drive engagement and encourage honest, valuable feedback.
- **Confidentiality & privacy explained:** Ensure employees feel secure about sharing their opinions with clear messaging on data security.
- **Manager & works council guidance:** Equip leaders and key stakeholders with the right information to support survey participation.

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

Type a name

🔍 4 / 316 respondents selected

A minimum of 5 respondents is required to calculate new results

+ Filter by

👤 Groups

▼

2 Groups selected Product & Development

🗑️

AND

Manager

▼

🗑️

Is ▼

Select value

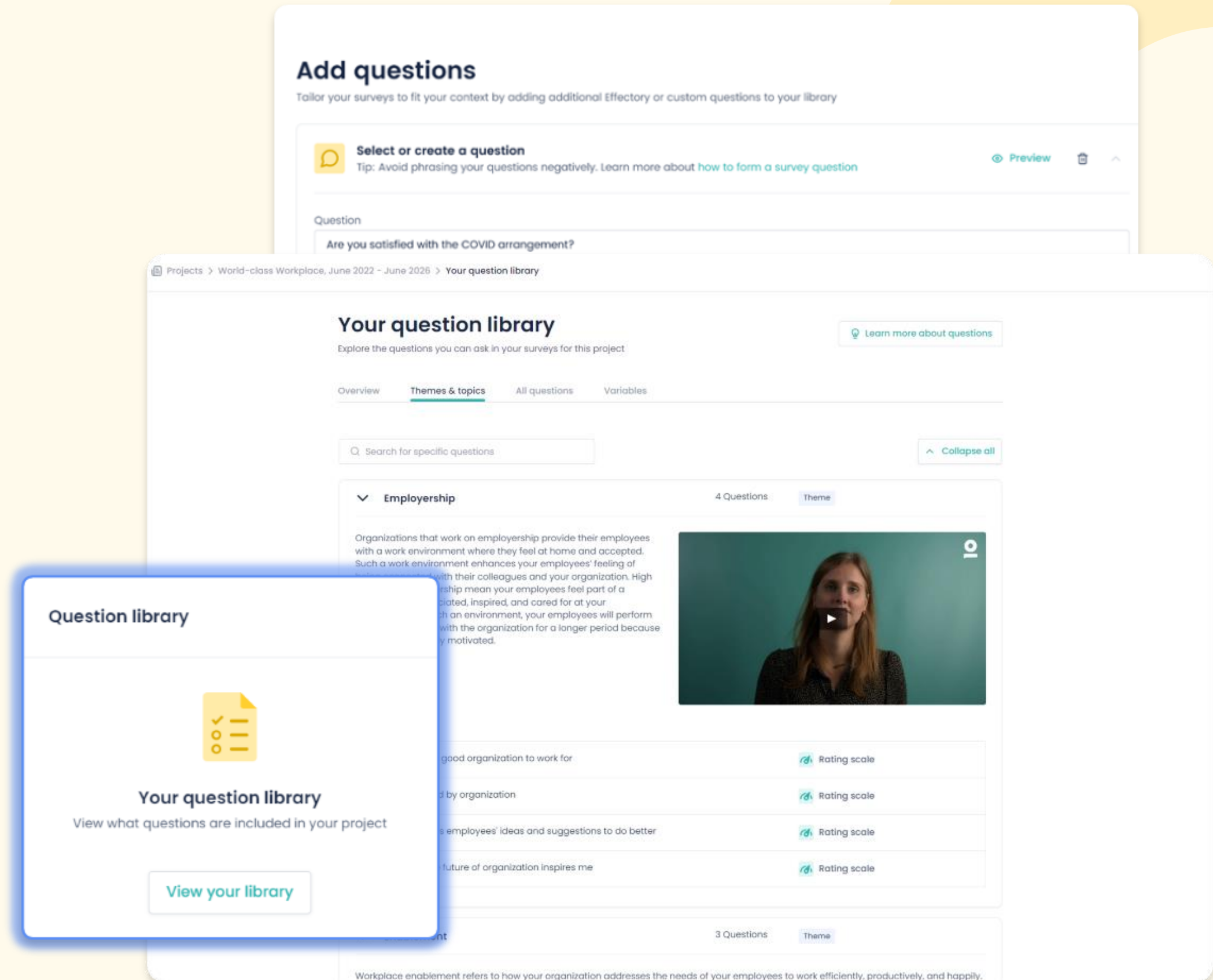
▼

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](#) >





Thank you!

Questions or feedback?

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