



First Analysis portfolio company Waggl acquired by Perceptyx

Industry:

Future of Work

Website:

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CHICAGO – July 30, 2021 – Perceptyx, the leading employee listening and people analytics platform, has acquired First Analysis portfolio company Waggl, an employee feedback solution that crowdsources employee comments and ideas in real-time. First Analysis remains an investor in Perceptyx.

Waggl is an agile employee listening solution with a difference: It allows companies to collect employee feedback in real time on specific issues via short pulse surveys, then crowdsource - allowing employees to suggest and vote on potential solutions. Waggl facilitates dialog between managers and their teams about important topics and holds managers accountable by then following up with employees to gauge how well the company responded to their feedback. This closed loop approach results in up to 20% higher engagement.

“Successful organizations will be increasingly defined by how well they understand their employees. Perceptyx has set the bar for effective employee listening and is dedicated to providing its customers with the most current, actionable insights possible,” said Michael Papay, CEO of Waggl. “By combining our crowdsourcing capabilities with Perceptyx’s reach, we can accelerate our mission to give every employee a voice to make their workplace better.”

“Our extensive work in understanding the Future of Work helped us identify the unique and exceptionally effective solution that Waggl offers,” said Corey Greendale, managing director at First Analysis. “Perceptyx has the industry’s most comprehensive employee feedback solution, enhanced by adding Waggl to its arsenal. I am very excited that First Analysis will continue to be part of the company’s growth.”

About First Analysis

First Analysis is a leading venture capital investor. We have one of the longest records in venture capital, having invested more than \$800 million across multiple highly diversified funds over four decades. First Analysis invests mainly in North America with a focus on our sectors of expertise: technology/SaaS, healthcare and environmental technology. We help established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Our flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner bringing valuable perspective.

About Perceptyx

Since its founding in 2003, **Perceptyx** has been redefining the employee insights industry, delivering enterprise-level employee listening and people analytics to more than 400 clients, including nearly a third of the Fortune 100. With an unrivaled technology platform and a tailor-made, flexible approach, the Perceptyx platform makes it easy for managers, HR

executives and business leaders to discover insights deep within large and complex organizations, driving meaningful action to improve business outcomes. Driven by a deep intellectual curiosity and a culture of innovation, Perceptyx is challenging the status quo — to help people and organizations “see the way forward.”