

# SuccessFactors' Talent and Performance Management Enables Telephonetics VIP to Streamline Appraisal and Goal Setting Processes, and Improves Company Alignment and Visibility

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SuccessFactors deployed to all staff aligning individual improvement plans with strategic company vision – true General Management On-Demand

London – 21 April 2009 – SuccessFactors, Inc. (NASDAQ: SFSF), the global leader in on-demand performance and talent management solutions, today announced that Telephonetics VIP, the speech automation specialist, has implemented SuccessFactors' Professional Edition performance and talent management solution to all staff across the UK, to enhance HR processes and establish an automated performance review and goal management methodology for better line-of-sight for both the company and individual staff members, aligning employee goals and execution with the company's broader vision, conducive with enabling company growth. Telephonetics VIP sought to find strategic alignment via SuccessFactors solution sets that functionally enable General Management On-Demand.

Established in 1993, Telephonetics VIP Ltd is a leading provider of hosted and customer premises speech recognition and voice automation solutions. Following the merger of Telephonetics with VIP in 2006 and more recently, Datadialogs, there was a burdening need to develop a more streamlined and visible approach to management processes, which would provide employees with a comprehensive appraisal tool, to capture data pertaining to set goals, ongoing targets and achievements. The solution needed to empower line managers and team leaders to speed up previously paper-based and cumbersome admin, helping to improve visibility around goal monitoring, achievement, personal development plans, and training, whilst being fully aligned with overall company goals for the year.

"Our old appraisal system was paper-based and lengthy and a form filling exercise that was scanned and captured on the system, never to be seen again until 6-12 months later when managers and employees would sit back down to discuss progress," said Stacey Leonard, HR Manager, Telephonetics VIP. "Following the merger, we were looking to automate the system and make it more user-friendly, fluid and accessible. We had plans to overhaul other key processes and wanted to ensure staff were receiving the right training, had specific tailored goals and felt part of the company as a whole, privy to the overall bigger company picture."

"SuccessFactors gives us clear visibility and has enabled us to establish clear processes that ensure appraisals are less time consuming. Both line manager and employee can see how they are progressing, what their goals are, how they are achieving and how they align with the rest of the business," said Bill Burgar, Co-founder and Managing Director, Telephonetics VIP. "Previously we had little visibility as to which employees were achieving goals and who had personal improvement plans in place. This solution gives us the freedom to ensure employees know what is expected and what our commitment to them is in relation to training and support."

The implementation of SuccessFactors is part of a larger overall plan to improve internal processes. Telephonetics VIP has also overhauled its CRM system to further improve and streamline system functionality and improve productivity, while maximising efficiency and company communication across the

organisational structure.

“SuccessFactors has been embraced across Telephonetics VIP, encouraging more communication between line managers and staff in relation to ongoing goals and personal improvement, which improves productivity and engagement,” said Burgar. We will look towards effectively cascading goals throughout the entire organisation in the near future as we continue to develop our processes.”

SuccessFactors’ solution automates a company’s performance and talent management processes, providing a series of modules that leverage performance data to help companies align goals, manage compensation (pay-for-performance), succession, learning and recruiting planning, develop competencies and provide insightful analytics dashboards and reporting tools, while promoting visibility, accountability and results within an organisation.

#### About Telephonetics VIP

Telephonetics VIP, which is part of Telephonetics plc, is a leading provider of speech recognition and voice automation solutions. Offering diverse automation solutions and deployed across 20,000 telephony channels, Telephonetics VIP uniquely processes over 35 million minutes of speech recognition per annum, via its carrier-class resilient platform in both hosted and customer premises solutions. Drawing on over 15 years of understanding how people interact over the telephone, Telephonetics VIP offers a range of customer-focused solutions, covering even the most demanding environments and delivering real business benefits to all its customers. With innovative solutions for speech self service, mobility, outbound messaging, emergency notification and business continuity, Telephonetics VIP has built a large customer base. This includes 80% of the major UK multiplex cinemas, over 50% of the NHS acute health trusts, more than 50 local councils and emergency service operations, along with significant financial and legal company representation.

#### TELEPHONETICS PLC

Telephonetics plc (TPH.L) is a UK-based speech recognition solutions company. The Group was listed on the London Stock Exchange’s AIM market in July 2005.

#### About SuccessFactors, Inc.

SuccessFactors is one of the fastest growing public software companies and the leading provider of on-demand employee performance and talent management solutions. The company enables organizations of every size, and across every industry and geography, to achieve high-performing workforces through goal alignment and execution, talent development and planning, and pay-for-performance initiatives. From 92 customers and approximately 282,000 end users in 2003 to more than 2,590 customers and 4.5 million end users today, SuccessFactors’ solutions are widely deployed across 60 industries in over 185 countries in 31 languages. Founded in 2001 with offices around the world, the company employs passionate people focused on revolutionizing the future of work. For more information, visit:  
<http://www.successfactors.com>.

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