

CloudApps has been named a finalist at the inaugural Employee Engagement Awards

Submitted by: CloudApps

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- Shortlisted in the Project of the Year - Private 0-50 employees category
- Winners announced at the award ceremony on January 28, 2015

London – November 11th, 2014 – CloudApps (<http://www.cloudapps.com>), the company that delivers increased business performance by enabling employee behavioural change, today announced that it has been shortlisted in the private project of the year category (0-50 employees) for The Employee Engagement Awards (EE Awards) (www.eeawards.co.uk). The awards, in their first year, officially recognize businesses that strive to do things differently and put their workforce at the heart of its operation.

The Employee Engagement Project of the Year Award (Private 0-50 employees)

This award will be awarded to the organisation that provides the most compelling evidence that their strategy for Employee Engagement not only works but has also created a clear and measurable return on investment made in this area. Judges will be looking for clear and measurable outcomes but also an innovative strategy and execution that may include uses of social media, reward & recognition, internal communications, gamification, wellness, flexible working etc.

Peter Grant, CEO, CloudApps said, “We are delighted to have our customer, G4S selected as a finalist for “Project of the Year” in the Employee Engagement Awards. Providing SuMo (<http://www.motivation.cloudapps.com/product-overview/sumo-for-salesforce/>), a gamification solution that created sustainable employee engagement, for G4S in their usage of salesforce.com was a very exciting challenge for us. It is a privilege to be acknowledged for it. We are looking forward to hearing the results in the awards ceremony in January and whatever the outcome, we are certain it will be a night to remember!”

Matt Manners, managing director, The Employee Engagement Awards commented, “We are excited by the calibre of business and finalist we have in our first year. Each (in their own way,) is an example to every other business in the UK that aspires to engaging better with their employees and realising the extensive payoffs. Such as happier employees, deeper bonds of loyalty, greater efficiency, better wellbeing and providing an enhanced customer experience. To say I am excited to see who wins each category come January is an understatement.”

Giving Back

Furthermore, with expectation busting entries in its first year, The Employee Engagement Awards will be donating a lot to the chosen charities.

5% of all its proceeds are going to different charities. Entrants have had a direct say on where it will go. The charities to choose from were:

- Action for Children
- Help for Heroes

- Orphans for Orphans
- MacMillan Cancer Nurses
- Shelter
- RNLI
- The Alzheimer's Society

-ENDS-

About CloudApps - People Powered Performance

CloudApps increases business performance by motivating and measuring behavioural change.

SuMo for Salesforce accelerates achievement of CRM KPIs and increases user adoption using the power of game mechanics & dynamics.

SuMo motivates user behaviour through concepts that include in-line nudges, points, badges and leader boards for individuals & teams. SuMo is the only solution built 100% on the Force.com platform that is delivered with the SuMo Pulse service.

SuMo Pulse combines CRM best practice behaviour nudges & marketing communications content with regular tuning & content refresh reviews.

CloudApps is already in use by over 250 customers, including blue-chip organisations such as AMEC, EE, ERM, Lush, La Fitness, Sainsbury, Salesforce.com, Sears, Tesco, Thomas Cook and TUI Travel.

For more information go to <http://www.cloudapps.com/>

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About The Employee Engagement Awards (EE Awards)

The EE Awards represents the game changers, the forward thinking businesses that strive to do things differently and put their workforce at the heart of its operation.

In a competitive labour market, businesses have to offer and be seen to be doing things differently to create an engaging and rewarding working environment. The EE Awards celebrate the best small and big businesses the UK & Ireland have to offer. Even the 'Unsung Heroes' in an organisation.

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