



AI WEBINAR

FOR HR LEADERS ACROSS MENA AND AFRICA

# Using AI Agents to Turn Employee Feedback into Action

When Listening Isn't Enough

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HOSTED BY

**Omar Tahboub** CEO & Co-Founder, Engagesoft

**Hoda Kalache** Regional Director, GCC & Levant

**WELCOME**

# Great to Have You Here



## 30 minutes

Five short chapters about how People & Culture teams will work in modern organizations.



## Two voices

Hoda leads the discussion while Omar explains the changes shaping today's HR teams.



## Q&A at the end

Share your questions in the Zoom Q&A panel during the session and we will discuss them at the end.

*Let's begin.*

## AGENDA

# A Look at How AI Agents Redraw the People & Culture Org Chart.

- |           |   |   |
|-----------|---|---|
| <b>01</b> | <b>The Bandwidth Bottleneck</b>             | Why employee voice has outgrown the team carrying it. |
| <b>02</b> | <b>What Is an Autonomous AI Agent?</b>      | A working definition, before we put one on your team. |
| <b>03</b> | <b>A New People &amp; Culture Org Chart</b> | Three new hires, joining your team this quarter.      |
| <b>04</b> | <b>Defining the Corporate Mandate</b>       | The strategic role only your human team can play.     |
| <b>05</b> | <b>How to Prepare for the Future</b>        | What to put in place before your first AI hire.       |

# 01

## The Bandwidth Bottleneck

*Why employee voice has outgrown the People & Culture team carrying it.*

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# You're Collecting More Employee Insights Than What Your HR Can Process.

People & Culture teams now manage thousands of insights across every survey type and cycle.

[CORPORATE SCORES](#) → [DEPT HEATMAPS](#) → [EXPERIENCE DASHBOARDS](#) → [COMMENTS](#) → [TRENDS](#)



Annual Engagement  
Scores



Department  
Heatmaps



Onboarding Surveys



Touchpoint Surveys



Exit Surveys



Open-Ended  
Comments



Sentiment & Topics



Trend Analysis

# Comment Analysis



## What is Comments Analysis?

Detailed view of the employees' individual comments and answers to open-ended questions, to help you build a better understanding of the issues your employees are facing.

7.6

### Comments Synopsis

Topic	Integration
Department	Accounting
Attribute	Immediate Manager

**LH** Layan Hujayyah **On-boarding Survey** 1-Feb-2020 **5.0**

Do you have any suggestions for making the onboarding process more effective in the future?  
**He decides the most appropriate solution to an issue by considering the pros and cons of it very cautiously** Neutral

**AA** Adl Abdulbadee **On-boarding Survey** 1-Feb-2020 **9.0**

Do you have any suggestions for making the onboarding process more effective in the future?  
**Listens and accepts suggestions from others** Neutral

**MM** Murtada Mohid **Exit Survey** 1-Feb-2020 **9.0**

What could the company do to improve the work experience for future employees?  
**He quickly analyzes the pros and cons of any solution before deciding what is the most effective way to resolve a problem** Neutral

**SS** Samar Sawwaf **Exit Survey** 1-Feb-2020 **9.0**

What could the company do to improve the work experience for future employees?  
**He focuses on solutions to problems not the symptoms** Neutral

Filters Report

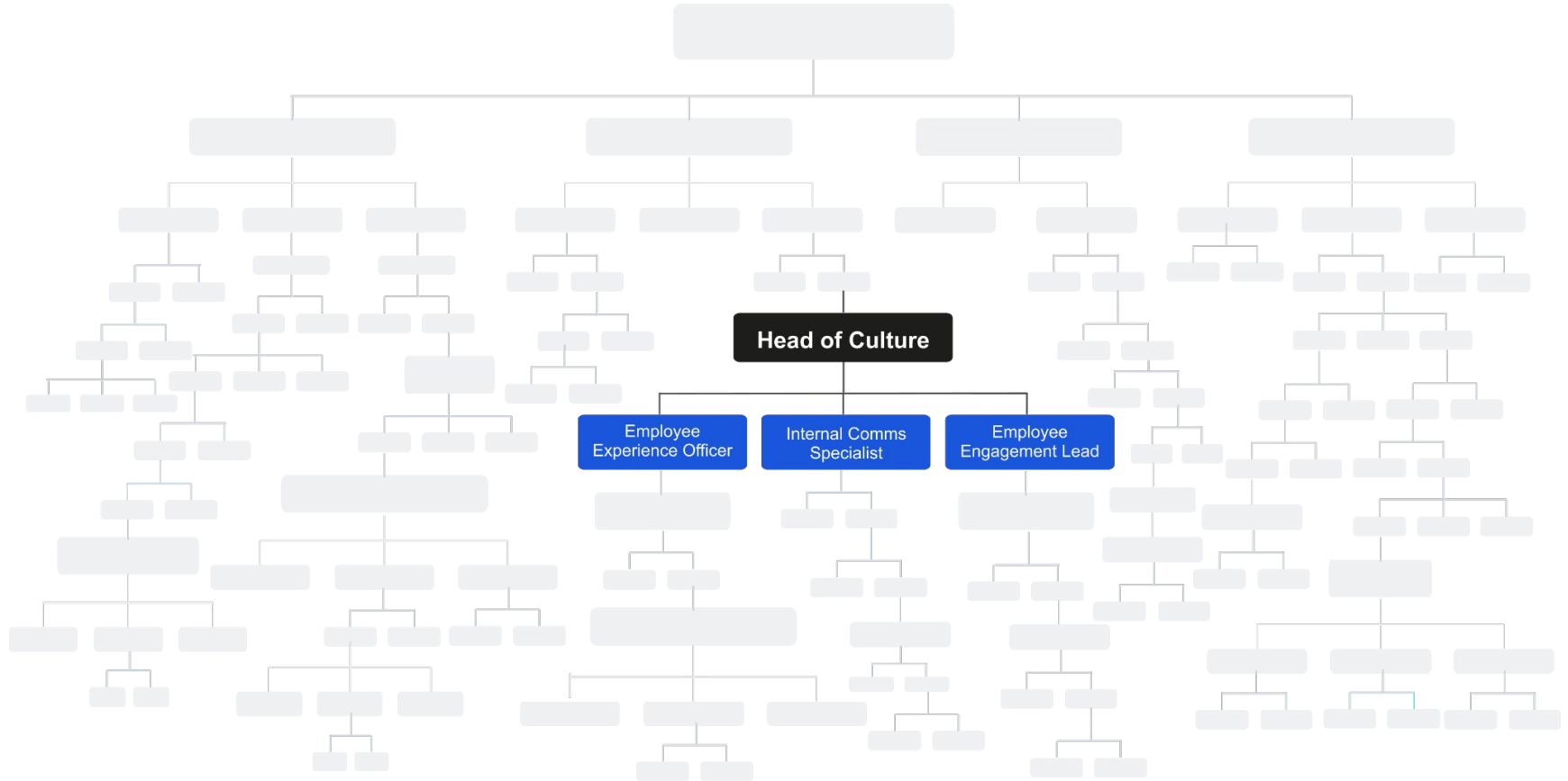
Date Topics filters

- Solutions (19)
- Company's advisors (18)
- Tolerance (15)

low → high) Sentiment

Software & Engineering

# The People & Culture Team



# 02

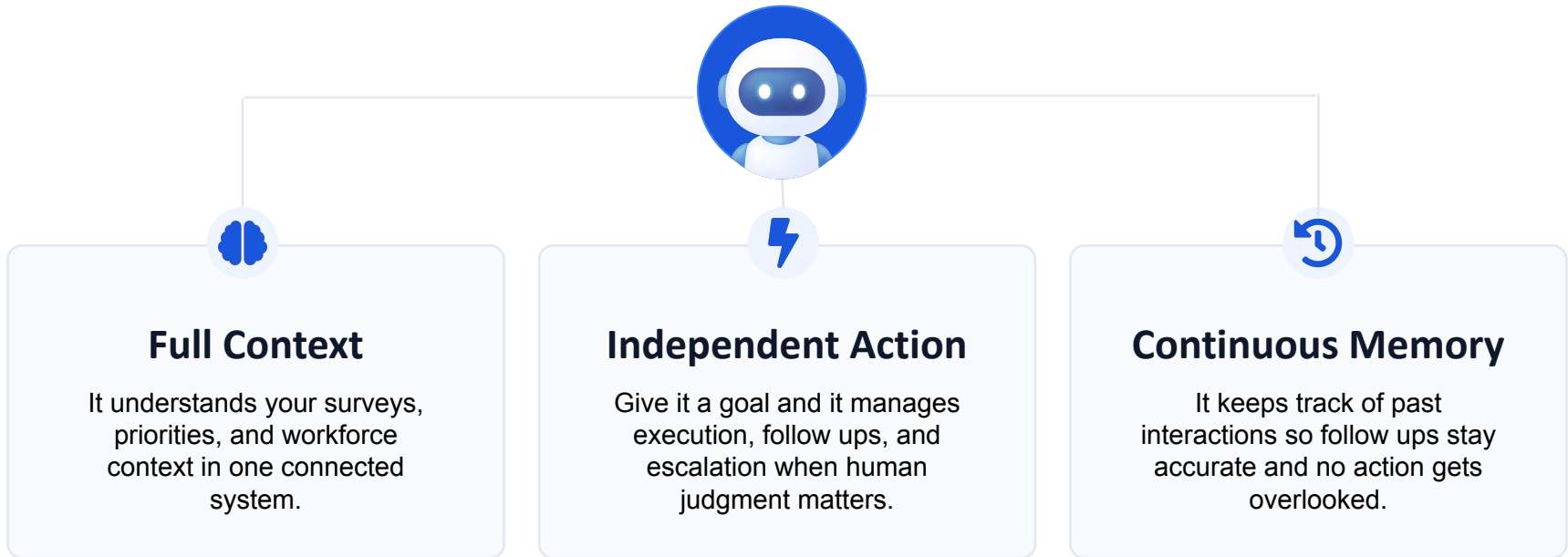
## Autonomous AI Agent

*Understand AI autonomous agents before they become part of your daily operations.*

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# What Makes an AI Agent Work Like a Colleague

*The same three things you'd expect from any colleague: context, autonomy, and memory.*



# 03

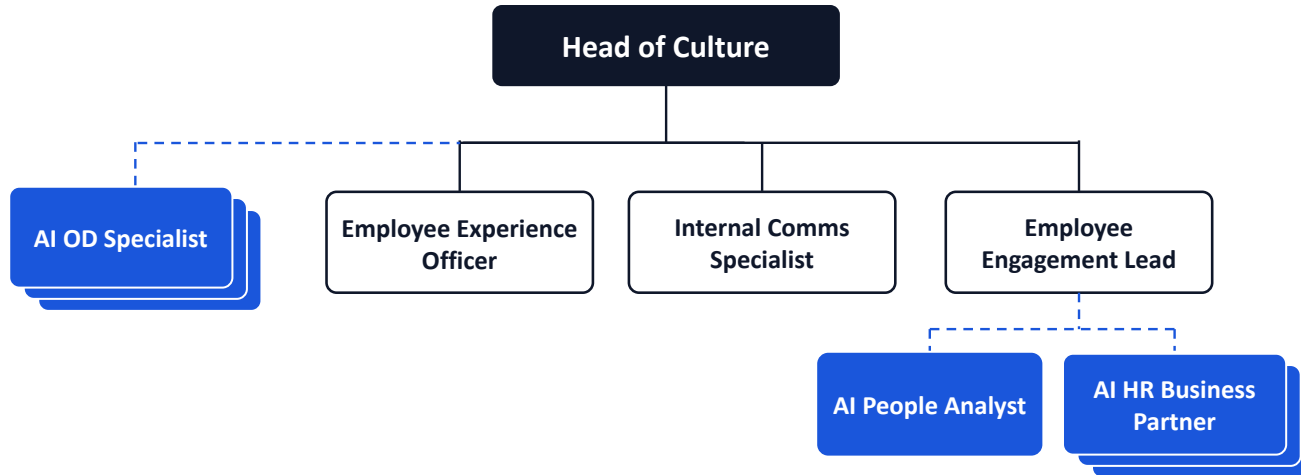
## A New People & Culture Org Chart

*Three new hires joining your team.*

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# The New Org

*Three new AI hires now report into your existing People and Culture structure.*



■ Human ■ AI

# AI People Analyst

*Reads every comment in every survey, across every cohort, by the time the survey closes.*



## WHAT THIS COLLEAGUE DOES



Tirelessly reads every single comment and result, across every level of your organization.



Cross-references engagement against onboarding and exit data, so patterns surface that one survey alone could never show.



Spends the equivalent of dozens of human hours on every survey round, piece by piece.



Delivers actionable insights the day the survey closes. Ranked, and ready to act on.

# AI HR Business Partner

*The colleague who sits with every line manager every week, until the work is done.*



## WHAT THIS COLLEAGUE DOES



Works directly with every line manager, as an advisor. Guides decisions and breaks insights into concrete next steps.



Sets target dates, reminds managers as deadlines approach, and escalates if commitments slip.



Reaches out to employees directly to ask whether they have felt the change. Real-time progress, measured at the source.



Coordinates the in-between work your team has never had time for, without taking your team out of the loop.

## AI HR Business Partner



### Coach and Advisor

Works through each manager's data with them and recommends the most important action to take next.



### Secretarial Assistant

Sets reminders, books follow-ups, and keeps the action plan calendar moving.



### Reporting Analyst

Compiles progress reports for HR and leadership, on demand and on schedule.



### Pulse Checker

Goes back to employees to ask whether they've felt the change managers committed to.



### Consolidator

Rolls up every manager's actions into one consolidated view of the work in motion.

# AI OD Specialist

*Recognition culture, peer-to-peer feedback, career growth. Pick one and it owns it.*

READY TO HIRE



## 1) Recognition Culture Specialist

Builds the rhythm of meaningful recognition across every team, until it becomes how the company operates.



## 2) Peer-to-Peer Feedback Specialist

Embeds peer feedback into the way your teams already work.



## 3) Career Growth Specialist

Makes career paths visible to managers and employees, and acted on by both.

# 04

## Setting the Corporate Mandate

*The strategic role your team must play.*

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# Setting priorities: The Corporate Mandate

*Three decisions belong only to you, and together they form the mandate every AI agent follows.*

01



## Setting the guidelines

Specify which divisions, functions, and locations need attention and your AI agents will concentrate their effort there.

02



## Selecting the critical priorities

Choose the engagement drivers that matter most this quarter and your AI agents will focus exclusively on them.

03



## Defining what's acceptable

Set the minimum acceptable score for each driver so anything below it automatically alerts your team.

# 05

## Preparation for the Future

*What to put in place before your first AI hire.*

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# Before you hire your first AI agent...

*Two conditions decide whether AI delivers value: unified voice data and prepared line managers.*

01



## Centralize your voice data

AI works on connected data, and right now most large organizations spread their employee voice across three or four separate platforms.

- Bring your annual, pulse, onboarding, quality, and exit surveys into one platform.
- Run every comment and topic cluster through one connected workflow.
- Connect department, function, cohort, and trend views.

02



## Prepare your managers

The day your first AI agent goes live, every line manager needs to know why it has joined the team and what will change in their weekly work.

- Explain why agents are joining the team.
- Make follow-through visible across the company.
- Set the standard for response time.

OVER TO YOU

# Questions

*Drop your questions in the chat below. We'd be happy to discuss them.*

**Omar Tahboub**

CEO & Co-founder

**Hoda Kalache**

Regional Director, GCC & Levant

# Thank you for joining us today

