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## **eePulse Inc. launches Measurecom™ 1.0 as first ASP offering weekly employee communications and measurement**

Ann Arbor, Mich. – November 1, 2000 – eePulse, Inc, an application service provider developing products for fast-growth and high-change organizations, today announced the launch of Measurecom™ 1.0, a web-based weekly employee communications tool. Measurecom™ uses technology to combine measurement and communications, resulting in real-time accurate data combined with two-way employee communications.

Measurecom™ directs a single question measuring an employee's energy level to each employee within an organization, via email. The proprietary response is then used as a "pulse" to assess the organization's overall health. Supplemental employee comments are used for more in-depth diagnostics of potential problems or opportunities. The email message generally takes less than two minutes to complete. The pulse process is designed to become part of a company's weekly routine and is designed to be viewed less critically, or less intrusive, than traditional company surveys.

Through the weekly pulse metric, employee comments, and the eePulse team follow-up system, the pulse process provides management with information that would otherwise go missing. Real-time weekly information gives managers items that are actionable today, thus helping their organizations become faster, more efficient, and in constant learning mode. The system also acts as a safety net, catching information that can be costly if gone unnoticed (such as sexual harassment concerns, product problems, ethical violations, etc.). As questions based on the pulse data arise, the pulse process can be augmented to include additional, or follow-up questions for the overall organization or for specific subunits within those organizations.

Managers are provided with control charts which direct when action is needed or not needed. The weekly reports help managers address questions or situations as they occur. This weekly process also helps managers learn and improve their own skills. Additionally, managers can track data over time and can apply general "pulse" levels to issues such as turnover, absenteeism and overall performance.

The employee is provided with a web page that provides immediate personal pulse results (weekly trend charts) compared to that of the overall company and his or her own department. Employees' benefit from the satisfaction of improved and more open organizational communication and the self-reflection and learning that comes from obtaining their own personalized feedback.

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As an ASP, eePulse does not require the purchase of any software or significant hardware upgrades; merely an Internet connection. None of the data collected by Measurecom™ is stored on the client's own server; it is managed at eePulse, guaranteeing complete confidentiality to all participants. While staff members at eePulse manage the direct responses to employee communications (requesting follow-up data, coaching when necessary), the web-based product is developed to allow human resource professionals or top management to respond to employees, while maintaining anonymity and confidentiality for all participants.

“Measurecom combines measurement with real-time, confidential communications, which allows managers access to critical data, and offers employees the opportunity to identify and seek answers to issues critical to their performance and overall energy levels at work” said Dr. Theresa Welbourne, founder and CEO of eePulse, Inc. “The product effectively eliminates the misinformation and miscommunication that can clog basic business processes, and creates a more open environment in which the employee feels valued and worthwhile.”

eePulse evolved from research generated by Dr. Welbourne, an expert on employee management strategies in high-growth and high-change organizations. Dr. Welbourne was commissioned to conduct a study for a firm going through an initial public offering process. Throughout the study, Dr. Welbourne tested and refined the tactics that now serve as the foundation for Measurecom™.

Amazon.com has utilized eePulse services for over a year. “We use eePulse in our marketing, business development, and human resources departments and in business groups,” said Scott Pitaski, Director of Strategic Growth for Amazon.com. “eePulse has provided exactly the right tool to collect and assess how things are going in Internet time. It has provided our company the quantitative trend data that lets us see what's happening within a group, and calibrate the experience across the business.”

Founded by Dr. Welbourne in 1997, eePulse currently employs a staff of 17 in its Ann Arbor, Mich. headquarters. Companies currently working with eePulse to meet the goal of “optimizing the pulse of everyone, everywhere” include Amazon.com, Cornell University, Citigroup, Honeywell, MSC International, and Inktomi. Inc. For more information about eePulse, visit the corporate website at [www.eepulse.com](http://www.eepulse.com).

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