



HRsoft and C-Suite Analytics Launch Novel New Software as a Service Product

STAYview™ - The Real Stay Interview...introducing the first automated tool designed to improve engagement and retention based on Richard Finnegan's top-selling book, *The Power of Stay Interviews for Engagement and Retention*.

February 11, 2013 (Orlando, FL)... HRsoft (www.hrsoft.com) and C-Suite Analytics (www.c-suiteanalytics.com) announced today the launch of the first web-based solution available for employers to implement a Stay Interview process to improve employee retention and engagement. Branded STAYview, the product is now available for demonstration and sale.

Making the announcement, David Kennedy, HRsoft Chief Operating Officer, said, "CEOs told us there was a desire to conduct Stay Interviews so we sought out and collaborated with the recognized global expert to design and build this turnkey software solution. Up until now, there has not been an easy organized way available for employers to implement the process." Added Kennedy, "We are excited to work with Dick Finnegan, CEO of C-Suite Analytics, and his colleagues who are *the leading experts* on retention and Stay Interviews. The collaboration is a terrific match with our software development expertise."

The new STAYview solution automates the complete workflow allowing companies to implement in less than 30 days producing faster time to value than any other Performance Management initiatives available today.

Richard Finnegan is the author of two leading books on retention, *Rethinking Retention in Good Times and Bad* and *The Power of Stay Interviews for Engagement and Retention*. Finnegan said, "Senior managers know that unwanted turnover and dis-engaged employees drag down profits, and traditional solutions like engagement surveys and exit interviews have run their course. Conducting Stay Interviews is an effective, fast solution that gives a mega-return on investment in the form of increased revenue and earnings. Our research shows that improvements in engagement and retention have direct impacts on revenue produced per employee and for the company as a whole." Finnegan added, "Most importantly, leaders must own their talent. The STAYview tool includes a method for each manager to forecast how long each employee will stay. This is the lock-down retention tool."

STAYview offers employers a new approach to implementing a Stay Interview process and takes care of organizing and tracking the interviews using a flexible My Team method. All elements of a Stay Interview

program are managed in a convenient way with the easy-to-use software which can integrate with a company's core HR system. STAYview can integrate with Performance Management and other Talent Management solutions, as supplied by HRsoft or other vendors.

Kennedy, HRsoft COO, concluded, "The most effective way to increase engagement and retention is through straightforward Stay Interviews - direct conversations about how the company can keep employees and especially keep top performers. This is a proactive, personalized approach to finding out what people want by asking them while they are still there rather than after they quit".

Key elements of the new software solution include:

- Training and guiding managers on conducting Stay Interviews.
- Managing the hierarchy - My Team - of who is to be interviewed by each leader in the organization along with the complete workflow.
- Organizing and managing the process of conducting Stay Interviews.
- Developing the Customized Stay Interview for each employer.
- Producing Stay-View Action Plans for each employee and follow-up interviews.
- Producing analytics to show leaders those employees who are likely to separate from the company along with a standard set of reports on retention and engagement levels (by department, leader and region.)
- Scheduling with reminder prompts to ensure Stay Interviews get done on schedule.
- Increasing visibility to retention and engagement issues.
- Providing leaders the tools and confidence necessary to conduct Stay Interviews and act on their results.

For more information, please contact:

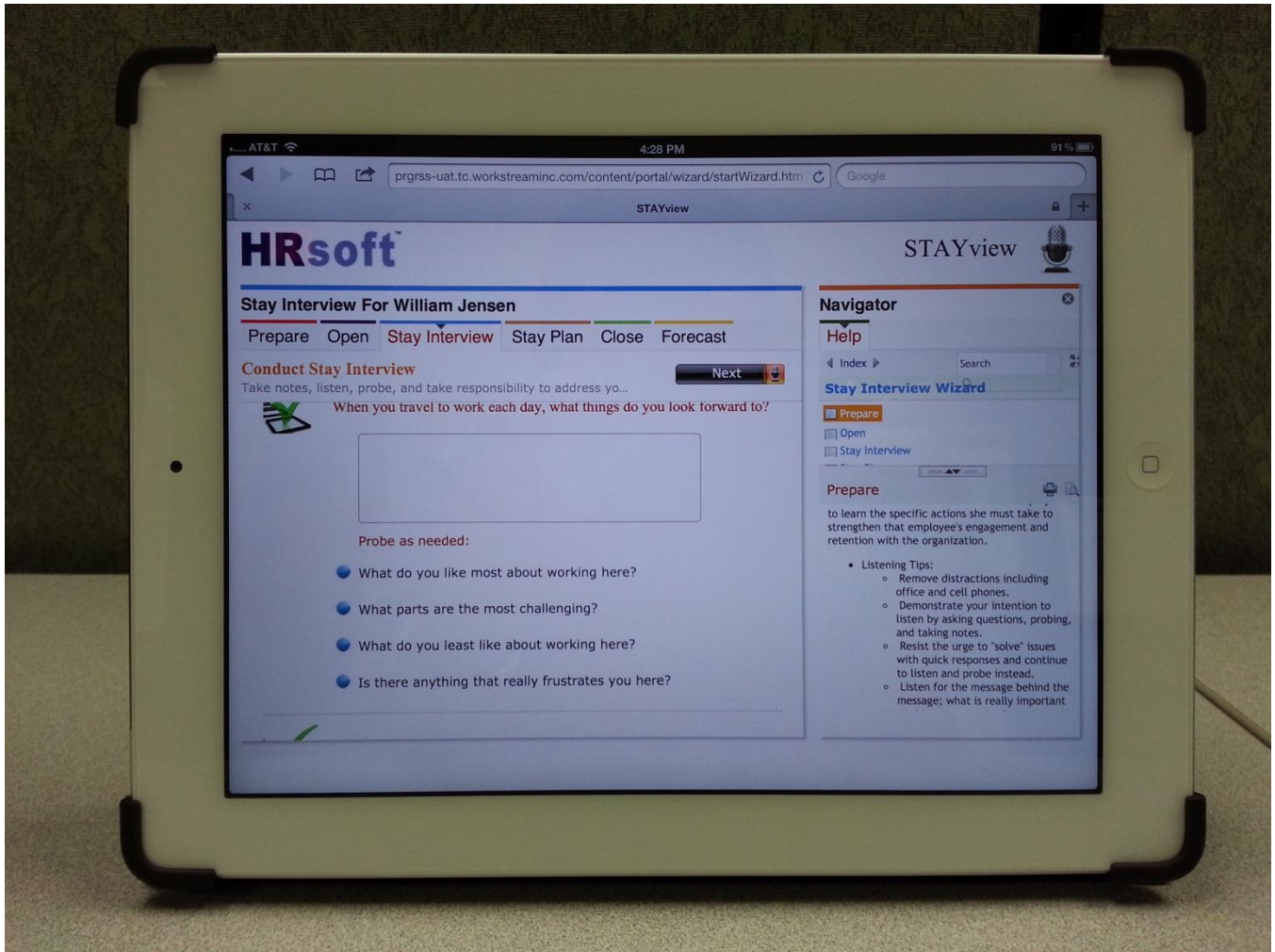
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About:

HRsoft is a Workstream Inc. company, a leading provider of Human Capital Management software solutions including Applicant Tracking, Performance Management, Compensation Planning and Total Rewards Communications.

C-Suite Analytics helps executives rethink employee retention and engagement with new solutions that challenge the current paradigm of excessive surveys, salary reviews, and various employee programs.



STAYview™ on iPad. Discussions between manager and employee can take place anywhere.