GLASSDOOR™
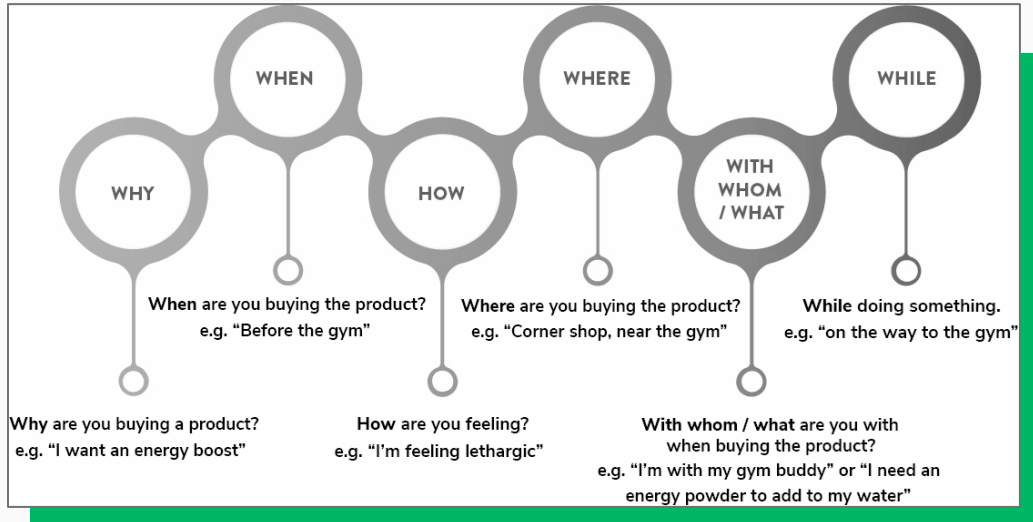
Leveraging **category entry points** for enhanced user engagement on Glassdoor

03.27.24 | Bonnie Chiurazzi
Director of Market Insights

CEP Overview

WHEN

WHERE

WHILE

WHY

HOW

WITH WHOM / WHAT

When are you buying the product?
e.g. "Before the gym"

Where are you buying the product?
e.g. "Corner shop, near the gym"

While doing something.
e.g. "on the way to the gym"

Why are you buying a product?
e.g. "I want an energy boost"

How are you feeling?
e.g. "I'm feeling lethargic"

With whom / what are you with when buying the product?
e.g. "I'm with my gym buddy" or "I need an energy powder to add to my water"

Key Terminology

☑ **Category Entry Point (CEP):**
Key moment or cue that sparks a need in a category.
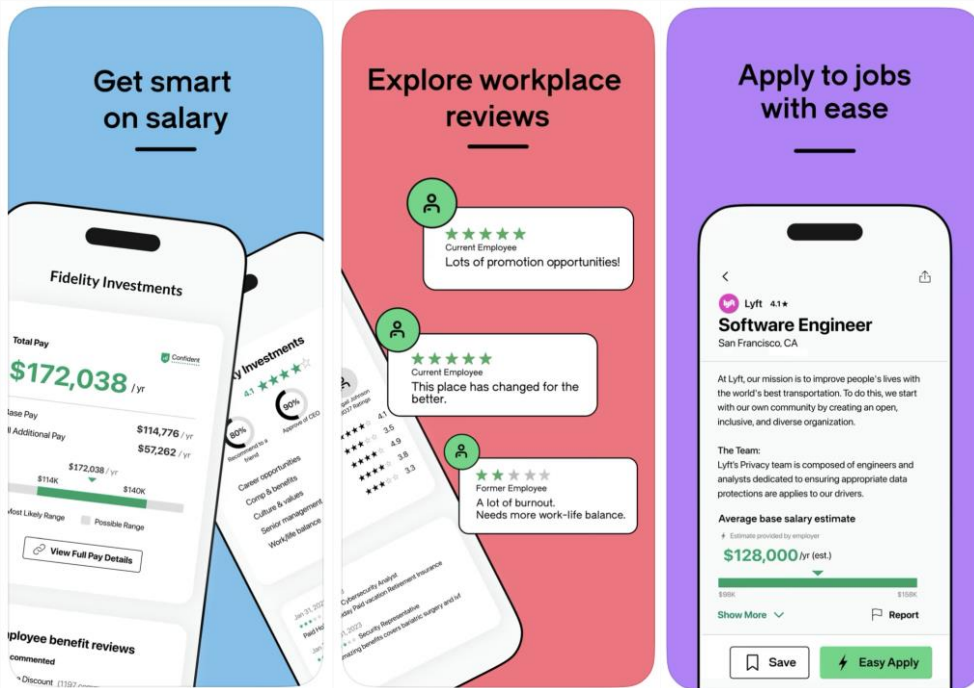
☑ **Journey Map:**
A chronological map of experience and behaviors.

☑ **JTBD:**
A job to be done is something a person wants to accomplish in a given circumstance.

Who here has ever used Glassdoor?

You might have used Glassdoor if you ever:

Searched for employer reviews: On Glassdoor, real employees leave reviews detailing their experience with their employer.

Researched pay: Glassdoor collects salary information from workers who are willing to contribute it to help you get paid what you're worth.

Searched for a job: You can search for jobs and apply on Glassdoor!

Get smart on salary

Fidelity Investments

Total Pay
$172,038 / yr

Base Pay $114,776 /yr
Additional Pay $57,262 /yr

$114K $172,038 / yr $140K

Most Likely Range   Possible Range

View Full Pay Details

Employee benefit reviews

Explore workplace reviews

★★★★★
Current Employee
Lots of promotion opportunities!

★★★★★
Current Employee
This place has changed for the better.

★★☆☆☆
Former Employee
A lot of burnout.
Needs more work-life balance.

Apply to jobs with ease

Lyft 4.1★
Software Engineer
San Francisco, CA

At Lyft, our mission is to improve people's lives with the world's best transportation. To do this, we start with our own community by creating an open, inclusive, and diverse organization.

The Team:
Lyft's Privacy team is composed of engineers and analysts dedicated to ensuring appropriate data protections are applies to our drivers.

Average base salary estimate
Estimate provided by employer
$128,000 /yr (est.)

$99K $158K

Show More ⌄   ⚑ Report

🔖 Save   ⚡ Easy Apply

The new **Glassdoor** has arrived

Glassdoor recently expanded to include real, anonymous conversations among professionals. Now you can use Glassdoor to ask the tough questions and get career insights, advice, and more candid conversations with coworkers and industry insiders.

So what kind of insights do you need to **pivot** from a review/job site to a professional social community?
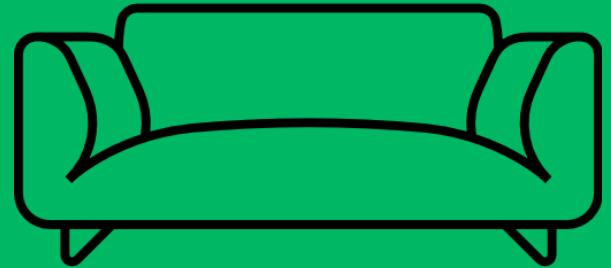
What did we want to learn?

What we knew

Majority of users come to Glassdoor for urgent, transactional JTBD (e.g. searching for jobs, researching employers, or assessing pay).

Once they complete their JTBD on Glassdoor, they may not come back for months, if not years.

For community to be successful, Glassdoor should be relevant, helpful, and top-of-mind at all stages of the career journey.

What we didn't know

The key moments or triggers in the lives of our target audience to leverage to hook new users and engage current users (beyond the job-seeking moments).

Which unmet needs and underserved needs could help differentiate Glassdoor in the category of professional social platforms.

The market size of each new opportunity.
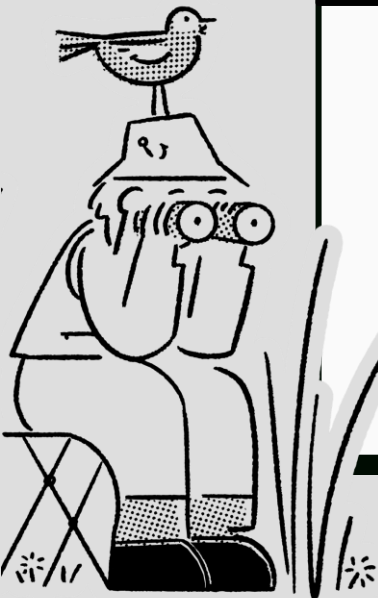
Research Methodology
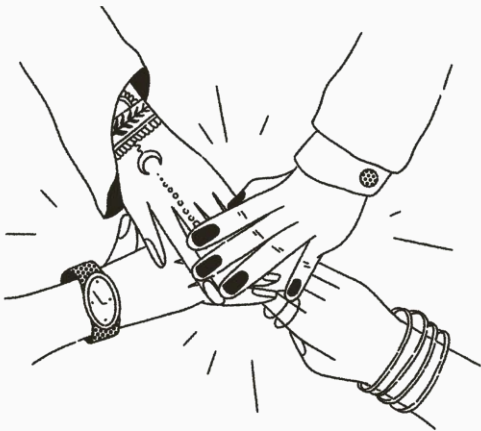
Stakeholder IDIs

n=10 30-minute stakeholder IDIs to clarify goals and key outputs required for success.

Discovery Survey

10-minute discovery survey to our Glassdoor research community to help us identity all the possible entry points, triggers, and JTBD that exist in the category.

CEP + Journey Mapping Survey

20-minute online survey fielded to n=1,500 knowledge workers in the US. Features platform awareness & usage, P12M CEP usage + CEP deep dive, and a career journey mapping section.

Follow-up Qual

n=10 30-minute in-depth interviews designed to add more nuanced insights to both the journey map and CEP experiences.

The Perfect Bite!

Our Approach

Category Entry Points (CEP)

KW Career Journey Map

Jobs to be Done (JTBD)

Segmentation

It's basically an insights tiramisu!

Layering these four elements together allows us to see the full picture of where we are fulfilling our potential with consumers and where we have the greatest untapped opportunities, especially when it comes to hooking and engaging community users.

Tips for research set-up

Define the category

The definition should be meaningful to your business and your intended audience. Understand its boundaries and how it fits into the larger market landscape.

Define audience segments

Know who your talking to and have hypotheses about which type of category users will be most likely to engage in specific CEPs.

Analyze market + competitors

Consider a mix of new and lasting trends as you build your CEPs. Similarly, include a variety of competitors and don't leave out newcomers to the category.

Loop in stakeholders early

Loop in your stakeholders every step of the way and take the time to fully understand their questions, needs, and ability to act on the insights.

Solve important problems

Identify the research objectives that have the greatest impact on business outcomes and focus on those first.

Customize your approach

Each category and industry is not created equal. What works for one might not be a perfect fit for another.

CEPs can contain varying types of cues

Future-focused need

Specific aspiration

Immediate need

Curiosity

Entering a new life stage

Broad aspiration

Emotional state

Non-urgent task

A new situation

Higher-level motivation

Urgent task

Glassdoor's custom mapping

Overarching CEPs

Higher-level motivation

Broad aspiration

Triggers

A new situation

Emotional state

Entering a new life stage

Specific aspiration

Curiosity

JTBD

Urgent task

Non-urgent task

Future-focused need

Immediate need

Programming note!

CEPs map to relevant triggers and JTBD

Questionnaire outline

Programming note!
Don't forget segmentation classifier

Programming note!
Ask data science team for analytics we can map back

1.0	Screener		5.0	Related triggers & JTBD
2.0	Platform awareness & usage		6.0	CEP usage by platform
3.0	Career journey		7.0	Segmentation classifier
4.0	Overarching CEPs		8.0	Demos

CEPs mapped against Glassdoor receptivity and market gap

Economic Potential is shown through magnitude (i.e., the larger the marker, the greater the economic potential)

Stay focused

Marketable Opportunities

High Receptivity Small Gap

High Receptivity Large Gap

Glassdoor Receptivity

CEP #13

CEP #1

CEP #12

CEP #8

CEP #7

CEP #9

CEP #3

Low focused

Areas of Potential

CEP #6

CEP #5

CEP #10

CEP #4

CEP #2

CEP #11

Low Receptivity Small Gap

Low Receptivity Large Gap

Market Gap

Career Journey Map

Recent Graduate

Journey Stage Description

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Most Opportune CEPs

1 Category entry point #12
2 Category entry point #7
3 Category entry point #4

Distinct Triggers

1 Trigger 1
2 Trigger 17
3 Trigger 34

Entry/Junior Level

Journey Stage Description

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Most Opportune CEPs

1 Category entry point #8
2 Category entry point #7
3 Category entry point #12

Distinct Triggers

1 Trigger 13
2 Trigger 32
3 Trigger 8

Early Career

Journey Stage Description

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Most Opportune CEPs

1 Category entry point #10
2 Category entry point #7
3 Category entry point #8

Distinct Triggers

1 Trigger 7
2 Trigger 5
3 Trigger 21

Mid Career

Journey Stage Description

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Most Opportune CEPs

1 Category entry point #10
2 Category entry point #8
3 Category entry point #7

Distinct Triggers

1 Trigger 22
2 Trigger 34
3 Trigger 3

Established Professional

Journey Stage Description

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Most Opportune CEPs

1 Category entry point #10
2 Category entry point #7
3 Category entry point #9

Distinct Triggers

1 Trigger 10
2 Trigger 18
3 Trigger 9

Experience

Time

Activating Insights

1

Socialize

Distribute the insights to members of the Product, BizOps, Marketing, and Engineering teams and collect feedback and questions.

2

Follow up

Answer questions and pull additional charts/data as needed to address specific requests.

3

Deep dive

Meet with smaller teams with specific goals to review relevant insights and pull deeper cuts as needed. Help teams integrate these insights into their objectives.

4

Measure

Consult with team to identify metrics (JTBDs / behaviors) that we expect to see move based on the objectives for key teams. Track key CEP metrics in our brand tracker.

Tips for <u>socializing</u>

Guest star in standing meetings

Take advantage of recurring meetings to provide special deep cuts to specific teams and help them incorporate the insights.

Keep the updates going

Continue to share updates with your stakeholders after the presentation. Let them know how other teams are using the insights.

Infographics and swag

Creating fun, accessible reference materials goes a long way in encouraging folks to use the insights and reach out with questions.

Plan for lots of consulting

While journey maps are fairly common, CEPs are not. Plan for lots of consulting to help stakeholders get the most out of the research.
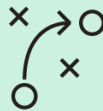
Plug insights into strategy

If the insights can't support or inform the company strategy, it'll be a lot more difficult for teams to use them.

Teach colleagues to use it

During or after the share-out, look for opportunities to teach colleagues how to get the most out of the results (e.g. sponsor a lunch & learn).

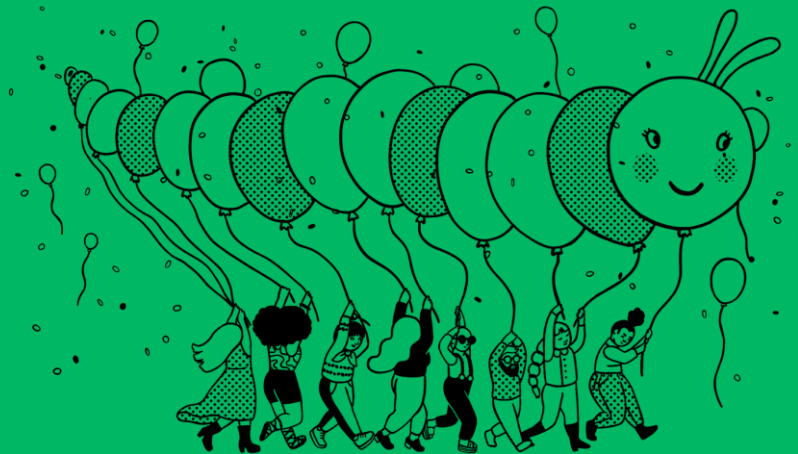# Bonus Tips

Build for your ~~fans!~~

...not the haters

Make sure your stakeholder group includes <u>diverse</u> voices.

The presentation is <u>the beginning</u>, not the end

'GLASSDOOR'™

Thank you!

Bonnie Chiurazzi   bonnie.chiurazzi@glassdoor.com   Director of Market Insights