Hear what your team won't say *out loud.*

Anonymous pulse surveys and a plain-English monthly brief that tells lean teams what's at risk — and exactly what to do next. No HR department required.

BUILT FOR LEAN TEAMS OF 25–200

WHY STAFFHERO EXISTS

The honest-feedback gap

Your team knows things they'd never say in a meeting. By the time someone quits, the warning signs were there for months — in the things nobody felt safe enough to tell you.

StaffHero closes that gap with anonymity people actually trust, and turns what surfaces into a clear next move: a monthly pulse your team answers in minutes, and an AI **Leadership Brief** that reads like a trusted advisor wrote it — not another dashboard to decode.

INSIDE THIS WALK-THROUGH

2 **How it works**
The Listen → Understand → Act loop, and the path from signup to your first brief.

3 **The feature tour**
Pulse surveys, the Leadership Brief, the heatmap, threads, tracker, and manager views.

4 **Anonymity, pricing & switching**
The privacy architecture, flat plans, and why lean teams move to StaffHero.

1 in 2
employees won't raise a real concern directly with leadership

$11k+
typical cost to replace one departing teammate

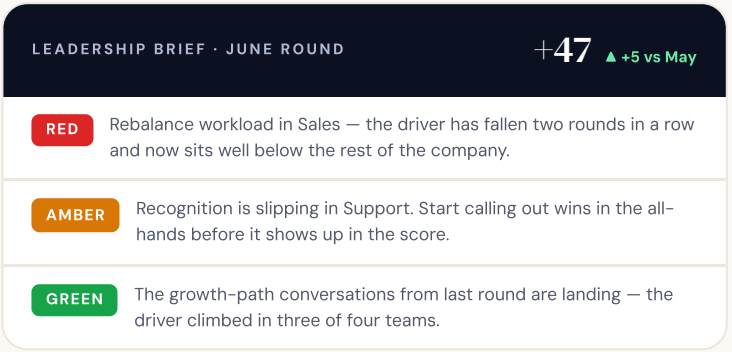
<3 min
to complete a StaffHero pulse — 6 questions, one optional comment

THE OUTPUT THAT MATTERS

Every pulse ends in a brief, not a dashboard.

When a round closes, leadership gets a two-minute read: the score, the hidden risks, the likely causes, and what to do about each — ranked by urgency. You never interpret charts; you read and act.

Read a full sample at **staffhero.com/sample-brief** →



Licensed eNPS℠ vendor · EU & US data residency · GDPR-aligned, DPA on request · Flat pricing — never per-seat

Evaluating StaffHero for your clients? Everything in this walk-through is exactly what your clients will experience. The partner program for HR service providers — lifetime recurring commissions — lives at **staffhero.com/partners**.

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HOW IT WORKS

One simple *loop.* Total clarity.

Every month, the same rhythm: your team speaks anonymously, the AI translates it into plain English, and you act on it. Then the next pulse tells you whether it worked.

01 Listen

An anonymous pulse lands by email: **6 questions** — the eNPS℠ question plus 5 rotating drivers — and an optional comment box.

- **<3 min** to answer, start to finish
- **5 languages** EN · DE · FR · ES · ET
- **One link** no login, no app to install

02 Understand

When the round closes, the **AI Leadership Brief** tells you what's at risk, why, and what to do next — in plain English, not charts.

- **The heatmap** every team & driver at a glance
- **2-minute read** six sections, zero jargon
- **Patterns only** themes surface, never raw quotes

03 Act

Clarification Threads let you dig deeper without exposing anyone, and the **Action Plan Tracker** turns recommendations into visible progress.

- **Follow up** anonymously, in both directions
- **Drafts included** ready-to-send team messages
- **Next month** the brief tells you what moved

FROM SIGNUP TO YOUR FIRST BRIEF

1. **Add your team**
   Upload a CSV or type names in by hand, and group people into teams. Setup takes under 15 minutes — no implementation project.
2. **Send an anonymous pulse**
   Everyone gets a private link by email. They answer in under 3 minutes — anonymous to your employer, enforced in code.
3. **Read your brief**
   When the window closes, the AI writes your plain-English Leadership Brief: the risks it found, the likely causes, and what to do about each.
4. **Act & close the loop**
   Track your actions, send anonymous follow-ups, and watch the score respond month over month.

No dashboards to configure · No question-writing — the rotation is built in · No spreadsheets to export

THE RHYTHM OF A ROUND

DAY 0	DAY 5	DAY 7	MOMENTS LATER
Pulse goes out	**One reminder**	**Round closes**	**Your brief arrives**
Private links land in every inbox.	A single nudge, 2 days before close. Never more.	The window stays open a full week.	Written and delivered the moment the round closes.

Monthly by default — pulses repeat on a schedule you set once, and every round follows this same rhythm.

> "The survey isn't the product. *Your next move is.*"

The idea StaffHero is built around — every screen ends in a next step, not a chart.

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THE FEATURE TOUR

Six tools. *One clear picture.*

Everything below ships in every workspace — nothing to assemble, nothing to configure. Here's the toolkit, one piece at a time.

Anonymous Pulse Surveys

"Surveys your team trusts enough to be honest."

35 research-backed rotating questions across 19 engagement drivers, plus the licensed eNPS℠ question. Each round stays open 7 days, with one reminder 2 days before close — enough time to answer, never enough to nag.

A sample rotation: eNPS℠ · Workload · Recognition · Autonomy · Strategy · Growth

AI Leadership Brief

"Not a dashboard of charts."

Six sections, a two-minute read: your score & trend, top hidden risks (patterns, never raw quotes), likely root causes, follow-up questions worth asking, actions ranked RED AMBER GREEN, and draft messages to send your team.

Delivered the moment a round closes. Next month, it tells you whether your actions moved the score.

Engagement Heatmap

"Your whole company, in a single glance."

	eNPS℠	WORKLOAD	RECOGNITION	GROWTH
Engineering	+52	+38	+61	+24
Sales	−16	−44	+32	+6
Support	+31	+18	🔒	+9
Ops	+74	+42	+55	+29

Cells with fewer than 5 responses stay locked to protect anonymity.

A red cell tells you where. The brief tells you why.

Clarification Threads

"Dig deeper without exposing anyone."

Two-way anonymous follow-ups on any signal that needs context. Every thread goes to a **pool of 5+ respondents**, and people keep durable handles like **"Participant A"** — a real conversation, never an identification.

YOU · TO THE SALES POOL
What would make workload feel sustainable again?

PARTICIPANT A
Fewer parallel projects. We're context-switching across four accounts a day.

Action Plan Tracker

"From insight to done."

A simple **To do / In progress / Done** board, pre-filled from the brief's recommendations with their urgency tags. Next month's brief reviews what you completed — and whether it moved the numbers.

TO DO	IN PROGRESS	DONE
AMBER Recognition ritual for Support	RED Rebalance Sales workload	GREEN Publish growth paths

Manager Views + Team Digest

"Every manager, their own team — nothing else."

On Growth plans and up, each manager gets a **mini brief for their team** every round, scoped to what they lead — with team and company context side by side.

MANAGERS SEE	their own team's digest and threads — nothing else
LEADERSHIP SEES	the company-wide Leadership Brief, every team

THE STAFFHERO SCORE

Built on the one question with two decades of research behind it: **"How likely is it that you would recommend us as a place to work?"** — answered 0–10, anonymously.

% ADVOCATES scored 9–10 − % CRITICS scored 0–6 = **+47**

your score, from -100 to +100

+30 is strong.
+50 is outstanding for a growing company.

THE PRIVACY ARCHITECTURE

Anonymity isn't a setting. *It's the architecture.*

Honest answers only happen when people trust the system more than they fear the consequences. So the protections are enforced in code — not promised in a policy.

Anonymous to your employer
Responses can't be traced back to a person by anyone at your company — enforced in code.

Safety in numbers
Results appear only once 5+ people answer; written comments only at 7+. Small segments are merged.

Nothing to trace
No IP logging, no device fingerprinting, no tracking pixels anywhere on the survey.

Timing can't betray anyone
Submission times carry random jitter, so "who answered at 9:03" is a question with no answer.

Comments are screened
Identifying details are redacted from written comments before anyone at your company sees them.

Explained to your team
A public page — **staffhero.com/for-your-team** — spells out every protection, so respondents can verify it themselves.

PRICING SNAPSHOT

Flat, never per-seat · annual = 2 months free · every plan includes the whole toolkit

STARTER	GROWTH (MOST POPULAR)	SCALE
$99/mo	$199/mo	$299/mo
up to 50 people	up to 100 people	up to 200 people
$990 billed annually	$1,990 billed annually	$2,990 billed annually

Free to explore, pay to launch. Set up your workspace and tour the full product in demo mode — no card needed. You only pay when you launch your first pulse, backed by a **60-day money-back guarantee**. Taxes and VAT are handled automatically at checkout.

WHY LEAN TEAMS SWITCH

- **Flat pricing** — 40–60% cheaper at 50 people than per-seat tools
- **Anonymous clarification threads** no competitor offers
- A **plain-English action brief** instead of dashboards to interpret
- **Self-serve setup in under 15 minutes** — no implementation project, no HR admin needed

JUDGE IT BY THE OUTPUT

See a real brief before you sign up.

Read a full sample Leadership Brief — the exact document leadership gets when a round closes — then decide.

Evaluating for a client? Write to **partners@staffhero.com**.

staffhero.com/sample-brief →

Start free at **staffhero.com** — no card needed.

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