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Qualtrics Names Workforce Science Associates Employee XM Partner of the Year

The HR consulting firm honored for creating engaging employee experiences in the Qualtrics Partner Network.

Lincoln, Nebraska (October 26, 2021) – Workforce Science Associates (WSA), a leading HR consulting firm dedicated to creating engaging employee experiences, was named Employee Experience Management (XM) Partner of the Year for the Americas by Qualtrics. It is the second time WSA has been honored by Qualtrics, a technology platform that organizations use to collect, manage, and act on experience data.

WSA, founded by Heather Canaday and former Kenexa and IBM executives Zach Canaday, Kris Erickson, and Bill Erickson, was cited by Qualtrics for guiding organizations around the science and delivery of employee engagement to achieve a high-performing workforce.

“Focusing on improving the employee experience impacts every area of an organization, including the bottom line,” said Zach Canaday, managing partner and co-founder of WSA. “And it’s never been more important than in the last year and a half. We’ve seen some incredible transformations of what’s important to workforces given the major changes in the world. We were able to move quickly to empower our customers, as well as Qualtrics customers, to adapt to the change quickly and continue moving the employee experience forward in their organization. Working with Qualtrics allowed us to execute the implementation and project delivery of these new findings for our customers.”

WSA provides full-service, end-to-end employee experience content, delivery, and consulting practices that few companies can match. WSA also has the world’s largest database of employee voices that includes responses and feedback from millions of employees in more than 200 countries. As a result, WSA easily recognizes best practices in the employee experience that move the needle on drivers of business. The organizations that work with WSA benefit from having highly engaged employees who work harder and stay longer. WSA has partnered with Qualtrics since 2018.

About Workforce Science Associates

Formed by members of Kenexa's legacy management team and consisting of employee engagement subject matter experts, Workforce Science Associates offers expertise in optimizing talent and team performance that has been proven to transform companies and communities. For more information, visit www.workforcescience.com.