

For Immediate Release

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Leadership Direction, Communication and Follow-Through Identified as Key Drivers Behind Employee Engagement, Says viaPeople Research

Princeton, NJ – August 3, 2005 – viaPeople, Inc., a leading human asset management software and consulting services company, announced today the availability of a new workforce analytics solution for improving employee engagement throughout the enterprise. Partnering with an industry-leading retailer on an employee engagement initiative, viaPeople has also pinpointed several specific leadership behaviors which most impact employees' engagement.

A white paper entitled *Driving a Culture of Employee Engagement* details the results of this study and is available for download on the viaPeople website at http://www.viapeople.com/white_papers.html.

Using viaPeople's industry-leading 360-degree feedback software and correlating employee engagement data, viaPeople's Industrial and Organizational Psychologists demonstrated a clear link between leadership competencies and engagement in the client organization. Further, leader behaviors such as strategic direction, focus, proactive communication, and follow through were directly related to high employee engagement for the company.

The viaPeople solution responds to a growing body of evidence linking high employee engagement to lower turnover, higher customer satisfaction, and increased revenues. Amidst the ongoing war for talent and rising fears of a major talent shortage driven by "baby Boomer" retirements, organizations are increasingly paying close attention to employee engagement in an effort to increase retention and productivity. In fact, estimates across U.S. businesses indicate a nearly \$350 billion loss in productivity annually when employees are disengaged. Companies are also embracing the important role leaders play in building and maintaining a highly engaged workforce.

"These results clearly demonstrate the impact of certain leadership capabilities on the level of employee engagement in an organization," says Leah Groehler, Ph.D., viaPeople's Vice President of Consulting.

"Our client now knows exactly which leadership behaviors have the greatest impact on this relationship and plans to modify their strategic HR initiatives to best target these specific leadership skills," adds Groehler.

"This analysis is one more example of the power of workforce analytics," says Jim Perry, viaPeople's Chief Executive Officer. "By using data that may already exist inside the company and linking this data to other behavioral metrics captured through accurate and reliable leadership assessment software, HR executives are able to deliver new insights

on how to specifically improve the performance of the human asset and affect bottom-line company performance."

viaPeople is now providing a complete solution for enhancing clients' employee engagement initiatives through an emphasis on their unique leadership drivers. Clients may also select from a wide range of our standard products and services including leadership competency modeling, 360-degree feedback, employee engagement and other organizational surveys, performance management and succession planning solutions.

About viaPeople:

viaPeople is a human asset management software and consulting services company. They enable companies to identify top performing employees, profile the behaviors that make those people successful and then reshape their existing workforce to significantly improve overall performance. Using the science of Industrial/Organizational Psychology and advanced performance analysis software, viaPeople is able to correlate individual performance to a company's financial performance and calculate return on human capital investment. viaPeople offers the time savings and cost efficiency of online implementation, the flexibility to customize to a client's specific needs, and the domain knowledge to help clients measure and improve the return on their investment in human capital. viaPeople's proprietary software is web-based, scalable, flexible and secure. Visit viaPeople, Inc. at <http://www.viapeople.com>.