

How LINKBANK Unified Teams and Engagement Post-Merger



Finance



350+

Number of Employees



21,312

Unique Data Points Collected



United States



80+

Managers Gaining Team Insights



Email



Text Messages

Survey Channels

The Challenges

- Underwent a strategic merger, bringing two distinct workforces under one culture.
- Post-merger environment demanded a credible, secure engagement strategy to unify culture.
- Managers lacked visibility into data needed to support team-level engagement efforts.
- LINKBANK's plan for quarterly engagement required a fast, scalable, and insight-rich platform.

Before CultureMonkey

- Relied on internal engagement efforts without a dedicated platform or analytics support.
- Collected feedback manually with limited visibility and inconsistent follow-through.
- Lacked the ability to capture layered insights across teams, roles, and demographics.
- Needed a system flexible enough to reflect LINKBANK's unique internal engagement methodology.

After CultureMonkey

- Engaged employees across email and text, reaching 82% participation company-wide.
- Integrated Paylocity through secure SFTP, eliminating manual data transfers and errors.
- Created custom drivers to reflect LINKBANK's unique engagement model, unlocking driver-specific insights.
- Equipped leaders with live dashboards and interactive heatmaps for team-level visibility.
- Enabled anonymous feedback to understand true workforce sentiment during post-merger change.

Results

8+

Engagement Score

70+

Actionable Intelligent Insights

82%

Participation Rate

Top Performing Drivers



Social Acceptance (10)



Role Certainty (10)



Work-Environment (8+)



Role Autonomy (8+)

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After our merger, understanding our employees' perspectives was vital for us. CultureMonkey stood out by blending our engagement methodology with their research-backed questions, adding depth and relevance to our insights. Their support team was exceptional—always responsive and proactive, making our engagement efforts truly impactful.

Beverly Wise
Chief Impact Officer

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