

CLIENT STORY



# How Luxury Living Used TINYpulse To Create a People-Centric Workplace



LUXURY | LIVING



# Who Is Luxury Living?

## What's really behind the experience we have at work?

Founded in 2007, Luxury Living's business focuses on the luxury apartment market in downtown Chicago. The company is comprised of experienced, licensed real estate brokers, leasing agents and marketing professionals. Luxury Living has worked with thousands of clients to help them locate the perfect apartment for their needs.

Luxury Living prides itself on its outstanding company culture, and is always looking for ways to enhance engagement and gain deeper insight into employee sentiment.

In 2021, Luxury Living partnered with [TINYpulse by WebMD Health Services](#) to better leverage their workforce as their greatest asset. Their goal was to ensure employees were well taken care of and empower them to live their best lives both inside and outside the workplace.



“We wanted to be recognized as a great place to work. This required finding out what it would take to become that and ensure people feel supported and proud to work at Luxury Living.”

Maggie Levinsohn,  
Manager at Luxury Living

# The Challenge and the Solution

The shift to remote work led to a dip in employee engagement. The TINYpulse solution helped Luxury Living renew its focus on creating a people-centric work culture.

In 2020, Luxury Living transitioned to a hybrid-first, primarily remote operation. Opportunities for team socializing decreased and employees began to lose sight of the purpose and impact of their roles, resulting in a dip in employee engagement.

Luxury Living's People Operations team checked in weekly with employees, but it wasn't enough to really understand what was driving the decrease in engagement.





### That's where TINYpulse by WebMD Health Services came in.

- Using the platform's Engagement Survey and Key Driver Analysis (KDA), Luxury Living was able to lay the groundwork for its overall engagement plan, and ensure it was meeting employees where they currently were.
- KDA results showed that employees wanted leadership to make jobs more meaningful, create more autonomy for their work, and offer more career development opportunities.
- TINYpulse's anonymous two-way private messaging feature gave Luxury Living's employees the confidence to be honest with leaders about their feelings at work, knowing their identities would remain protected. This feature also enabled leaders to engage with employees in real-time, and provide thoughtful written responses that helped them identify and address the root causes of employee disengagement.



"I think the Engagement Survey is a great baseline to really see how people are feeling. It also helped us figure out our survey strategy and the specific questions we should be asking and checking in on."

Maggie Levinsohn,  
Manager at Luxury Living



# Key Initiatives and Results

TINYpulse enables Luxury Living to consistently collect valuable feedback from employees, leading to numerous improvements in its daily processes and culture.



## Key initiatives resulting from this feedback include:

- The creation of a formal quarterly goal planning process for managers and employees.
- A new, flexible PTO policy—including increased communication and transparency about how it works.
- A quarterly mental health day.
- Updated and increased transparency about pay philosophy and requirements.
- Enhanced benefits.

The array of employee-feedback-driven initiatives has significantly boosted Luxury Living's employee engagement, fostering stronger manager-employee relationships and enhancing benefits satisfaction. As a result, turnover has been notably reduced within the first year of implementing TINYpulse.

[Book a demo](#) to see how TINYpulse can drive employee engagement for your employees today.

“We looked at some other platforms, but what we really liked about TINYpulse was the ability to have anonymous conversations and reach out to people privately with follow-up questions from their text responses.”

Maggie Levinsohn,  
Manager at Luxury Living

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