

# What your words on Slack reveal about your work

Bunch launches the world's first communication-based cultural analysis engine

Berlin, 15th of February 2018 - Bunch.ai, the Google Analytics for company culture, today announced a major product update: With the help of Natural Language Processing, Bunch.ai is now able to analyse company culture based on communication behavior on Slack. This is a major breakthrough in the field of people analytics and organizational science. Researchers at Cambridge University succeeded once before to predict a person's personality profile from Facebook likes more accurately than that person's family could. With this release Bunch positions itself far ahead of traditional survey-based psychometric approaches and moves a significant step closer towards an algorithm predicting human behavior better than humans can.

Darja, the Co-founder and CEO of Bunch, says:

*"With our latest product update, we are now able to translate everyday communication data into a dynamic cultural profile of a team. There is a strong trend indicating that self-organized work will be the standard in the future. Integrating with Slack and providing useful insights enables teams to understand and self-manage their culture and collaboration without needing external help."*

Early client Rico, Head of HR at Coliquio, adds:

*"With Bunch's Slack insights, we can quantify the impact of initiatives we take in our team. We notice right away when our collaboration score or results-focus decreases and are able to address it immediately. The culture hacks collection is inspiring. It enables us to learn from world's leading companies by experimenting with our teams directly and adopting what works for us."*

In a recent McKinsey & Company study, culture was identified as the most significant barrier to digital effectiveness, finding that: *"Risk aversion, weak customer focus, and siloed mind-sets have long bedeviled organizations. In a digital world, solving these cultural problems is no longer optional."* And the 2016 Global Human Capital Trends Report by Deloitte states that: *"87 percent of organizations cite culture and engagement as one of their top challenges, and 50 percent call the problem "very important."*

With Bunch tackling this problem by quantifying and improving company culture, the Berlin-based company now counts high-growth companies such as N26 and established organizations like Fraunhofer as their clients. The Slack integration takes Bunch a big step forward, but it's only the beginning - future integrations with common workplace tools like Google Calendar and JIRA will continue to set Bunch apart.

## **About Bunch:**

Bunch is an agile culture management platform enabling companies to build, manage, and scale organizational culture with strategic hires and real-time analytics. Bunch's Berlin-based team combines

deep knowledge of organizational psychology with machine learning expertise, and they are building Bunch's platform to be at the heart of every innovating organization. Bunch sends the strong message that a culture of growth is crucial to success, and proactive management is the best way to stay ahead.

The team behind the Berlin-based company is led by Darja Gutnick (MSc. in Psychology), Anthony A. Reo (BA Conflict Analysis & Resolution) and Charles Ahmadzadeh (MSc. Software Engineering) and launched its service in 2017. Bunch is backed by Atlantic Labs, MAKERS and Hyperion Invest.

You can find further information on [www.bunch.ai](http://www.bunch.ai)

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