

Empowering People. Elevating Performance. Cloudstaff 2025 Pulse Survey Results – At a Glance

This year, over 3,100 Cloudstaffers shared their voices in our 2025 Pulse Survey, giving us valuable insight into what makes Cloudstaff a great place to work—and how we can keep getting better.

Fast Facts

Our diverse, dynamic team is the foundation of our success.

- 📊 3,166 responses
- 👤 66% under age 34
- ♀ 56% female, 42% male, 2% non-binary
- 🗨️ 60% speak two languages, 33% speak three



Proud, Engaged, and Inspired



95%

of staff say they are proud to work at Cloudstaff



91%

believe Cloudstaff is better than their previous employer



88%

say Cloudstaff is better than other BPOs



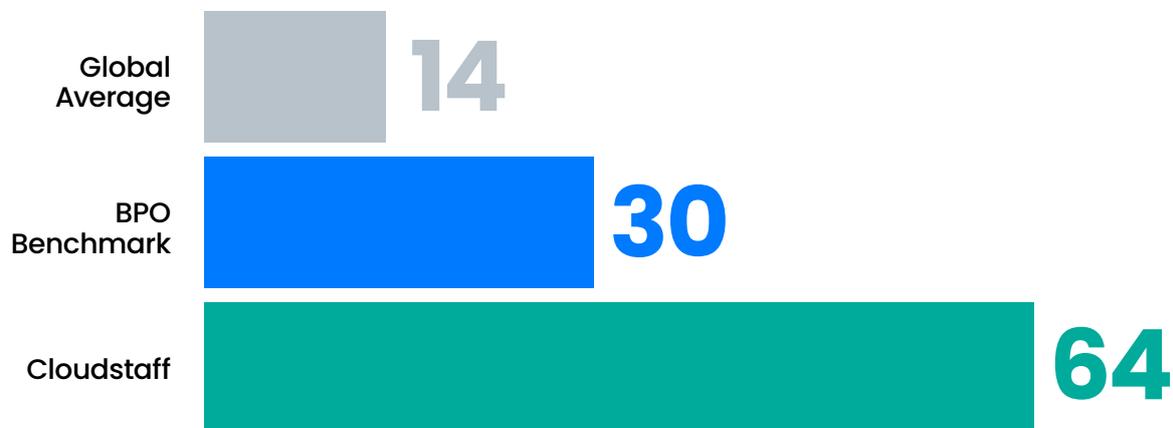
64

Net Promoter Score (average recommendation score: 9.01)

The Bottom Line:

Cloudstaffers are passionate advocates for our company and culture because we're passionate about them. Great results don't happen by accident.

Cloudstaff eNPS: +64 Way Above Global and Industry Benchmarks



Employee Net Promoter Score (eNPS) Comparison

Our employee Net Promoter Score (eNPS) of +64 places Cloudstaff well above both the global average and tech/BPO industry standards.

It's a powerful reflection of our people-first culture, strong team engagement, and the community we continue to build together.

Culture That Shines

The Cloudstaff Difference: A vibrant, inclusive **community** culture keeps our people happy and motivated.



97%

enjoy Cloudstaff's unique culture



54%

"love the culture here"

Top strengths

Perks & Benefits	:	81%
Work-Life Balance	:	80%
Staff Engagement Initiatives:		60%

Wellbeing & Opportunity

The Big Picture: Our people feel valued, supported, and see a future with Cloudstaff.



87%

agree Cloudstaff cares about their mental health and wellbeing



88%

see good career opportunities here



89%

plan to stay with Cloudstaff for the next 12 months

Words Staff Associate with Cloudstaff

"It's refreshing to be part of a company that values its people and invests in their long-term success."

— Pulse Survey Respondent

MODERN WORK-LIFE BALANCE

AWESOME **EXCELLENT** **INCLUSIVE** ENGAGING

Amazing **FUN** **GREAT** Collaborative **FAMILY**

#1 WORKPLACE **DIVERSE** Innovative

GOOD SUPPORTIVE **COMMUNITY**

Delivering Value to Clients & Leading with Purpose



Exceptional Client Experience

Built through proven matching systems and 15+ years of partnership expertise.

- ✓ **90%** of staff are satisfied or very satisfied with their current client.
- ✓ **94%** feel their client sees them as part of their company.
- ✓ **93%** enjoy good communication with clients; **47%** say it is "excellent."

Why It Matters: Staff feel truly integrated with our clients, creating strong, successful partnerships.



Leadership & Communication

Driven by leadership teams with decades of industry expertise.

- ✓ **84%** agree Cloudstaff leaders keep them informed.
- ✓ **99%** rated CEO Lloyd Ernst's performance favorably; **95%** gave scores of 8+.
- ✓ **73%** say leadership at Cloudstaff is more accessible than at previous employers

What This Means: Our approachable, transparent leadership inspires confidence and trust



Innovation & The Future

Powered by strategic technology focus and continuous learning culture

- ✓ **46%** use AI in their current role.
- ✓ **59%** believe AI will make their job easier.
- ✓ **Motivation: 88%** say Cloudstaff motivates them to do more than in similar jobs.

What Stands Out: We're embracing innovation and empowering our people to thrive.

The Cloudstaff Advantage

These results aren't accidental. They reflect our deliberate investment in:

- 👥 Modern people management practices
- ❤️ Dual-family culture (Cloudstaff + Client families)
- </> Continuous innovation and technology leadership
- 🌱 Genuine care for employee wellbeing and growth

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“We're proud of our results, but we're always listening and learning. We're committed to making Cloudstaff even better —for our people and our clients. Together, we're building the future of work.”

Lloyd Ernst, CEO

Empowering People. Elevating Performance.

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