

OKR Management Software Category



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OKR (Objectives and Key Results) management software enables businesses to set, communicate, measure, and track goals and results. The platform allows your company to effortlessly set and monitor targets for individuals and teams. It is a viable alternative to informal tools like instant messaging or comments inside other solutions for objective check-ins, where it can be hard to monitor progress and you can even easily lose them.

Team members can use OKR software as a centralized and specific system to log their target progress, road obstacles, and completion, permitting management to gauge the organization's overall productivity. Leading performance management products typically include OKR functionalities in addition to 360-degree review and feedback capabilities. OKR software is also similar to task management programs in some ways.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2021 Customer Success Awards

Check out this list of the highest rated OKR Management Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



betterworks™



TOP PERFORMERS



WORKPATH



RISING STARS



* Companies listed in alphabetical order

2021



SUMMER 2021

OKR Management
Software Category

MARKET LEADERS



70
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT 15FIVE



15Five is a human-centered performance management platform that creates effective managers, highly engaged employees, and top-performing organizations. From engagement surveys and 1-on-1 tools to performance reviews and OKRs, 15Five is the most complete solution that combines software, education, and community to develop successful managers and unlock peak employee performance. Built using the Positive Product Design™ method, 15Five is the only platform that offers software aligned to the latest positive psychology research. More than 2,800 successful customers have developed effective managers and engaged employees thanks to 15Five, including Credit Karma, Spotify, Peloton and Pendo.

Featured Testimonials

“The way that 15Five lets you ladder up the OKRs from the top all the way down to [the bottom] and back up again is really important, and I think it’s quite empowering for people.”

 RYAN WAREHAM
CHIEF OPERATING OFFICER, 11:FS

“As a manager, I love this tool for keeping track of meeting notes, goals and objectives, action items, 1:1 agendas, priorities and keeping a pulse on the overall performance and employee satisfaction.”

 MICHELLE R.
DIRECTOR, ENTERPRISE MARKETING, ZALONI

“15Five has really opened up the lines of communication between our team members in a fun, engaging way. The reports are highly relevant because of the custom questions we can use—and they save us valuable time by reducing the number of meetings needed.”

 TIA KELLY
CUSTOMER SUCCESS MANAGER, UNBOUNCE

“The more we use 15Five, the more we like it. 15Five makes employee engagement easy, regardless of the size of the company, and it helps keep us all on the same page as we grow. We’re seeing quantifiable results around engagement in our 15Five Reporting, and the numbers are a great indicator that our team is actually engaged with the platform, with 15Five submission rates jumping from 25% to 70% in just the past year.”

 JANINA MOZA
MARKETING MANAGER, FLIPSNACK

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68

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT BETTERWORKS

betterworks™

Betterworks is an enterprise goals platform trusted by high performing companies to engage, empower and cross-functionally align their workforces. By applying Goal Science™ thinking, Betterworks meets the needs of millennial and mobile workers with the security and scalability that enterprises demand. Betterworks' goal is to drive companies to become operationally excellent and provide powerful insights about how work gets done.

Featured Testimonials

“OKRs allow us to eliminate cascading level after level after level, which requires meeting after meeting after meeting. You publish the key big priorities and initiatives that need to get done, and let people fill in the details of how they're going to get it done.”



LASZLO BOCK
SVP OF PEOPLE, GOOGLE

“The ability for me to go see what my CEO's OKRs are, or those of the person sitting next to me, really changed how we interact with each other. It's a level of transparency we didn't have before.”



DAVID ROSENTHAL
AGILE COACH, CONSUMERAFFAIRS

“We are a global company, and our employee performance programs used to incorporate several different tools and approaches. Our challenge was to unify all of our performance management activity within one system, and with Betterworks we have been able to do it in the simplest and smoothest way we could find.”



ROBERTA GENTILE
DIRECTOR OF LEARNING, GLOBAL BUSINESS UNITS, VERTIV

“BetterWorks helps align conversations with performance and goals, and helps capture the record of the conversations. It's a forcing function for more frequent conversations and coaching to happen.”



JOHN CHU
VP OF GLOBAL PEOPLE OPERATIONS, APP ANNIE

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110

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT LATTICE



Lattice is a people management software for growing companies. Lattice makes performance management software for forward-thinking organizations. They're a SF-based startup serving hundreds of customers around the world. With Lattice, it's easy to launch 360 performance review cycles and engagement surveys, keep track of OKR/goals, gather real-time feedback, and encourage manager 1-on-1 meetings.

Featured Testimonials

“Love how easy it is to share feedback and updates, and how it helps aligns teams from day one. Great place to keep yourself accountable but also share an appreciation for teammates.”



EMILY L.
GROWTH MARKETER, CLIO

“I love the fact that reviews and feedback are all kept in 1 place. Lattice is VERY user-friendly. I truly believe that Lattice will help me stay on track to reach my professional goals. Lastly, the Slack integration has made it really easy to give and receive public praise from colleagues.”



NOAH K.
CAMPAIGN ASSOCIATE, ASPIREIQ

“The reason why we went with Lattice was because of the customer service and the ease of use of the product.”



DANIELLE POONOOSAMY
SENIOR MANAGER OF PEOPLE & CULTURE, BIRCHBOX

“I love how Lattice allowed me the ability to review my 5 direct reports in a quick yet meaningful manner - without Lattice, we were all over the place and we all dreaded the review process. Also the weekly one on one function is AWESOME.”



BEN S.
SENIOR MANAGER OF CUSTOMER SERVICE EXCELLENCE, FRESHLY

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coinbase

User Testing

reddit

braze
FORMERLY APPBOY

BIRCHBOX



ABOUT WORKBOARD

WorkBoard

WorkBoard Enterprise Results Management solution helps organizations align OKRs and FAST goals, automate business reviews and execute for growth. It's a data-driven, digital approach to defining, aligning and managing strategic outcomes so your organization competes at market speed.

 82

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I thought the benefits of OKRs and WorkBoard would take awhile, but it was instant. And it was contagious and transformative.”



NANCI TAYLOR
VICE PRESIDENT OF ENTERPRISE BUSINESS AGILITY, IBM

“In two weeks with WorkBoard's solution, the whole company was aligned, motivated and driving measurable progress on our OKRs and strategic priorities.”



ERIK HUDDLESTON
CEO, TRENDKITE

“It is a joy to work with Sameera. I'm impressed with how well she understands our business and how smooth our OKR process is.”



CHRIS COPELAND
CTO, CISION

“Having a tool that allows you to scale and operationalize the OKR framework is really important. We love WorkBoard.”



ANNA BIRCH
CHIEF OF STAFF TO CISCO SECURITY BUSINESS GM & SVP, CISCO

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16

Total Customer References

VIEW ALL REFERENCES

ABOUT ALLY.IO



Ally.io OKR system helps businesses like Slack and Remitly attain the results they need today and the agility for the future by focusing teams on the goals that matter most. Ally.io is based on the OKR (objectives and key results) framework, which is an operating model for running agile teams/businesses and has been made famous by Google and other industry leaders. They're committed to the belief that effective goal management, if it's easy and seamless for people to use, can give businesses the alignment, focus and transparency they need to succeed. They are headquartered in Seattle, Washington and have an additional office in Chennai, India.

Featured Testimonials

“OKRs deployed using Ally.io have helped our teams align around the right goals and have ultimately driven growth. Ally.io is incredibly simple to use and its integrations with popular applications like Slack ensures that new users engage with it immediately.”

JOSH HUG
CHIEF OPERATING OFFICER, REMITLY

“The flexibility of the Ally.io platform is a key point for me. There are millions of ways of implementing OKRs and Ally.io does a good job at recognizing that. What I had seen before is that it's very easy to make the rigid aspect of OKRs into a tool, but really getting the spirit of OKRs into a tool is much harder and I was seeing that there is an ambition to be capturing that at Ally.io.”

ARTHUR JACQUIAU-CHAMSKI
CHIEF OPERATING OFFICER AND CO-FOUNDER, SPARKMETER

“We've worked with vendors to manage our OKRs in the past, but it wasn't until we selected Ally.io as our partner that we were able to get into the really hard conversations around justifying budgets and allocating resources based on what we were seeing in our data.”

ROSS RADER
CHIEF CUSTOMER OFFICER, TUCOWS

“Ally.io helps us strategically align and focus as an organization. The user interface is easy to use and navigate.”

CARTER LEE
CHIEF ADMINISTRATIVE OFFICER, OVERSTOCK

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42

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT GTMHUB



Gtmhub offers the world’s most effective organizational success system bridging the chasm between strategy and execution. Rooted in a sophisticated Objectives and Key Results (OKR) platform, Gtmhub’s solution enables real-time decision making for accelerated growth, leading to transformational change. Hundreds of companies across the globe use Gtmhub to improve internal alignment, clarify focus and achieve strategic priorities.

Featured Testimonials

“Gtmhub is the most flexible, data-driven solution for managing OKRs. Our partners on the customer success team combined with Gtmhub’s data integrations and customizable insights translate to winning solutions. Gtmhub’s results-oriented approach seamlessly integrates with VideoAmp’s own high-performance culture. By scaling their solution internally, our teams have benefited from increased transparency, alignment, and collaboration, helping us crush our goal of transforming the advertising industry.”

LISA FITCH
BUSINESS OPERATIONS LEAD, VIDEOAMP

“Gtmhub is an essential tool for managing our OKRs. It helps us to align each and everyone and make sure we are all heading towards our company goals. By automatically updating our OKRs, we take focus on the right short-term tasks and make sure they lead to growth.”

BAS SMEULDERS
CHIEF OPERATING OFFICER & CO-FOUNDER, SENDCLOUD

“The Gtmhub software is intuitive and logical. The Customer Success team is reactive and helpful not only to me as the OKR Champion but also to the entire company if anyone has a question. Gtmhub is clearly committed to continuous improvement, as they listen to the clients and users and make changes whenever it makes sense. In the first 6 months alone, Gtmhub accepted 4 change suggestions from Thomas International.”

JOE SANCHEZ
INTERNATIONAL SALES DIRECTOR, THOMAS

“Gtmhub is a fantastic, flexible solution that drives our Drivewyze OKRs culture. The company has excellent customer success from a team that really understands how to measure what matters!”

LEO JOLICOEUR
CHIEF OPERATING OFFICER, DRIVEWYZE

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13

Total Customer References

VIEW ALL REFERENCES

ABOUT PEOPLEGOAL



PeopleGoal is an employee experience platform for high-growth teams. Engage your employees with recognition, rewards, surveys and news. Manage your team members with core HR features including absence management, asset tracking and onboarding. Boost performance with goal setting, one-to-ones and instant feedback.

Featured Testimonials

“PeopleGoal was very simple to implement and is intuitive to use. The company's responsiveness to requests, customizations and enhancements has been unparalleled we have never been told to 'wait until the next release' 99% of the time our requests are accommodated with immediate effect.”

HEATHER FRIESEN
HEAD OF HR, ABU DHABI UNIVERSITY

“It's made a real difference having the personalised training calls and guides, and having the responsive support team handy via chat is great for both employees and admins.”

AMANDA LAVALLEE
HR SYSTEMS ANALYST, SANDVINE

“I hadn't yet found a solution that could link performance reviews to compensation data but when I broached this, I was surprised by PeopleGoal's ability to make that happen. Ultimately the team delivered on exactly what I needed. That really blew me away - it's very much a platform built on customer feedback.”

NORA THOMAS
HR MANAGER, PAVIR

“We love how easily PeopleGoal enabled [us] to place Performance and Development in to the hands of our leaders and co-workers. Everyone says it's easy to use, gives great overview and brings value from day-one.”

AHTO KAROLIN
DIGITAL LEAD, LUMINOR BANK

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★★★ 29

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT WEEKDONE



Weekdone lets managers quickly know what's happening in their teams and give feedback to employees. It's a hassle-free weekly employee status reports, dashboard and feedback system. Many managers don't know their employees' current goals, accomplishments and problems. People, on the other hand, want more feedback from their managers. It makes life easier for managers and teams more productive. Weekdone's vision is to be the single most used tool in any manager's pocket.

Featured Testimonials

“Weekdone creates a circular effect of reporting and rather than responding to an email you can comment directly on Weekdone.”



TOBY YOUNG
CHIEF TECHNOLOGY OFFICER, EBURY

“I hadn't seen the combination of PPP reporting and OKRs done anywhere else and I really liked the simplicity of how they all merge.”



SHAWN RUCKS
CHIEF EXECUTIVE OFFICER, DEVERUS

“Weekdone puts your team in the habit of going in each week and updating what you are working on.”



SCOTT WOLFE
CHIEF EXECUTIVE OFFICER, ZLIEN

“It makes it easier to align what every individual of the company wants to achieve each quarter.”



LYLE STEVENS
CO-FOUNDER AND CEO, MAVRCK

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13

Total Customer References

VIEW ALL REFERENCES

ABOUT WORKPATH

WORKPATH

Workpath enables leaders and teams to adapt their strategic focus, organizational structures, and resources faster to the market environment. Resulting from this, organizations gain the much needed speed and adaptability to transform into agile network organizations, empowering them to sustain in today's complex and dynamic business and work environment. This is achieved through Workpath's strategic operating software consisting of workflow and analytics tools as well as an all-in-one enablement solution. Workpath is headquartered in Munich, Germany. The company is backed by industry experts with many years of experience in leadership and technology.

Featured Testimonials

“Workpath’s training and the content they provided was a great catalyst to grow and develop our internal community of leaders, OKR masters and change agents.”



SABINE SCHLOEMER
OKR COACH, METRONOM

“Workpath has helped reduce the manpower needed for each job while growing our volume. If we didn't have the Workpath system we would still have to focus an additional 5 to 10 people working on all of our accounts just to get everything done.”



JACQUELINE RIVERA
CHIEF OPERATING OFFICER, PHLEBOTEK

“I don't know how I lived without Workpath. It has allowed my business to run smoothly and we're in a much better direction of growth. My clients and patients love it!”



AUNDREA HARRIS
OWNER, PARAMED EXPRESS

“Workpath provides us with the workflow tools and reports we need to scale the OKR goal setting process from 2,500 to more than 100,000 employees.”



TIMO SALZSIEDER
CIO/CSO, METRO AG

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OKR Management
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RISING STARS



ABOUT KOAN



Employee alignment and engagement remains a top challenge for almost every organization. With the shift to remote work, communication gets siloed, priorities shift and information gets lost in the daily spreadsheet shuffle. Koan enables teams to align and engage through the power of habit, keeping everyone connected to the mission and focused on achieving their most critical goals.

49

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Koan has been a game-changer for us. The tool offers a strong organizational commitment to OKRs and helps the TrueData team stay aligned and on-track towards our key objectives.”



ELLIOTT EASTERLING
CHIEF EXECUTIVE OFFICER, TRUEDATA

“Koan is simple to use. The real magic to Koan is the weekly reflections and the integration into Slack. This keeps my team on track for not just their day-to-day work but also their special projects to move us forward on our key objectives. It has created real focus and alignment.”



JOEL K.
PROBLEM MANAGER, CHICK-FIL-A

“Koan allows me to stay connected to the multiple teams in my organization on a weekly basis. The reflection questions allow us to gauge our progress, recognize and celebrate one another and ask for help as needed. Koan's customer service is amazing and it's easy to get up and running in minutes.”



NICOLE H.
SVP, TALENT, ENGAGEMENT AND DEVELOPMENT, NIELSEN

“You can really tell that Koan is a product-led organization and the focus is on making the best possible tool for its users. Koan is truly building products that executives want to use.”



IAN CHRISTOPHER
CHIEF EXECUTIVE OFFICER & CO-FOUNDER, GALLEY SOLUTIONS

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ABOUT LEAPSOME



Leapsome is the platform for Performance Management & Employee Engagement. CEOs and HR / People Operations teams in forward-thinking companies including Trivago, Mercedes-Benz and Tado choose Leapsome to enhance their people management processes and help them develop, empower and enable employees. Leapsome combines tools for Goals & OKRs Management, Performance Reviews and 360s, Employee Engagement Surveys, Feedback & Praise, and 1-on-1 Meetings into one easy to use platform.

39

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Leapsome, we have improved both the quality and quantity of feedback in our performance review process at Picnic. The flexibility of the platform allowed us to define and implement our ideal process which was really important for us and thanks to the templates and automated reminders, I'm now spending up to 50% less time on managing performance reviews compared to our previous process when we were collecting feedback manually in Excel.”

 ELISE BAERISWYL
PEOPLE PARTNER, PICNIC

“Our main need was a process to implement OKRs - Leapsome is the perfect tool for that. We also actively use the other features like feedback and 1:1s.”

 FRANCOIS CASANOVA
CHIEF EXECUTIVE OFFICER, FITOGRAM

“Leapsome makes our people management processes much smoother. It allows our people to put more energy into conversations, and the People team to focus on developing and fostering a high-performance culture. We were looking for a tool that would integrate seamlessly with our systems, and that was easy to use for managers and flexible for us to customize. Leapsome has been able to meet all of our requirements and more.”

 HOLLY SMITH
CULTURE & EMPLOYEE EXPERIENCE MANAGER, COMPLYADVANTAGE

“The one thing I was really impressed with was how intuitive Leapsome is. You can have the best tool in place for the People & Culture team, but if employees don't understand how, when, and why they should use it, they won't try to figure it out, as it costs them time. With Leapsome, we have a tool that everyone can use, and it allows our managers to focus on their leadership responsibilities and having great interactions with their teams.”

 BENJAMIN BÖHMER
DIRECTOR OF PEOPLE & CULTURE GROUP, HEYCAR

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ABOUT PERDOO



Perdoo is democratizing business success and enabling any organization out there to implement OKR - the secret sauce behind the success of companies such as Google, Intel or LinkedIn. Perdoo is the first platform to bring together strategy with the goals required to deliver that strategy, and the people required to deliver those goals.

10

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Working with Perdoo has really helped us become the goal-driven company we are today.”



DEAN PEARSON
CHIEF EXECUTIVE OFFICER, PANGAEA

“We’re really excited about the future at Widen and the potential of our people; sure, we’re a software company and we have a product, but our purpose is to unlock human potential. I really believe that Perdoo helps us do that.”



MATTHEW GONNERING
CHIEF EXECUTIVE OFFICER, WIDEN

“This quarter, we’ve been much better about measuring baseline metrics when we create our OKRs so that we have the data we need to evaluate the impact of our initiatives at the end of the quarter.”



SHANNON LINCOLN
VICE PRESIDENT OF FINANCE, SHIPPO

“We really worked on understanding and clarifying what was important. It helped us re-examine priorities and our abilities to achieve them.”



JASON ARRIGO
DIRECTOR OF EDUCATION, OS33

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42

Total Customer References

VIEW ALL REFERENCES

ABOUT PROFIT.CO



Profit.co is an Objectives & Key Results (OKRs) software integrated with task and performance management directed toward 360-degree organization governance for accelerated growth while maintaining the best work culture. On the tech front, Profit can be integrated with all leading industry tools like, G Suite, Slack, Office 365 to name a few, and can be accessed through the web and its native mobile applications designed for iOS, Android and Windows. With OKRs, there is a world-class task management system for ensuring on-time delivery and a powerful performance management system that enables timely reviews saving thousands of hours in the employee review process.

Featured Testimonials

“OKR forces you to actually make decisions and truly prioritize. Having that framework already in place allows us to go into our natural check-in it was essential [during Covid-19]: the framework, and having Profit.co as the tool.”



JASON CROW
CHIEF EXECUTIVE OFFICER & FOUNDER, JUVO

“We are confident that Profit.co’s OKR platform will help us to implement OKRs and realize our strategic goals, meeting all our needs.”



PRAKASH NAIR
VICE PRESIDENT & GLOBAL HEAD OF HR & KMD, SUNTEC BUSINESS SOLUTIONS

“The OKR implementation helps to improve our strategic visibility by bringing together the work being done across multiple teams and platforms.”



AARON VELEK
DIRECTOR OF STRATEGY, OMEGA ENGINEERING

“I’m still amazed at everything I’m able to do in the [Profit.co] settings. To be able to go in and see that I can adjust basically everything, customize almost anything - that functionality wasn’t available with other providers.”



BEN PARKER
COO, PHOENIX RESCUE MISSION

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