Dialog

DIALOG CONNECT · KEYNOTE

The bird's-eye view.

Dialog Data Add-on

Seeing your whole organisation, at last, in one picture.



Mary Wolf
Product Owner



Umut Evren
Data



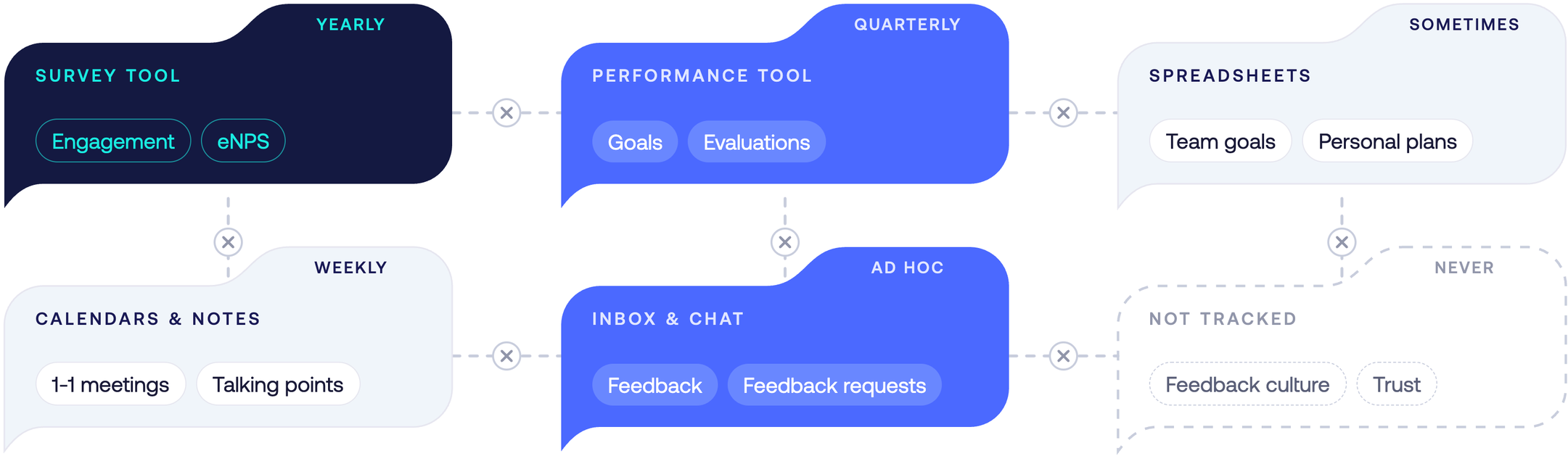
dialog.nl

Copyright © Dialog 2026

THE QUESTION

How is the company doing?

Simple to ask. Almost impossible to answer.



Six tools. Six clocks. Not one story.

WHAT IF

What if the numbers look fine, and they aren't?

01

A team that looks productive on paper...

...but is silently burning out.

ON PAPER

93% goals



Goal progress, up 15 points in a year

IN REALITY

57 engagement



Engagement, down 19 points in the same year

02

Managers who think everything is fine...

...while their people feel invisible.

ON PAPER

4.2 / 5 evaluations



Team evaluations, steady and high

IN REALITY

0.3 1-1s / month



1-1s down from 0.9, and no feedback asked in 90 days

03

Goals that exist on every dashboard...

...but aren't moving the business forward.

ON PAPER

48 goals set



Goals created, 22 more than last year

IN REALITY

12% progress



Goal progress, flat for three quarters

THE MAZE

Inside the maze, you only see the next wall.

Every signal hangs on its own wall, in its own tool, on its own clock.

Engagement	Survey tool	ONCE A YEAR
eNPS	Pulse tool	LAST QUARTER
Goals	Performance tool	THIS WEEK
Feedback	Inbox & chat	AD HOC
Evaluations	HR system	DECEMBER

Never side by side.

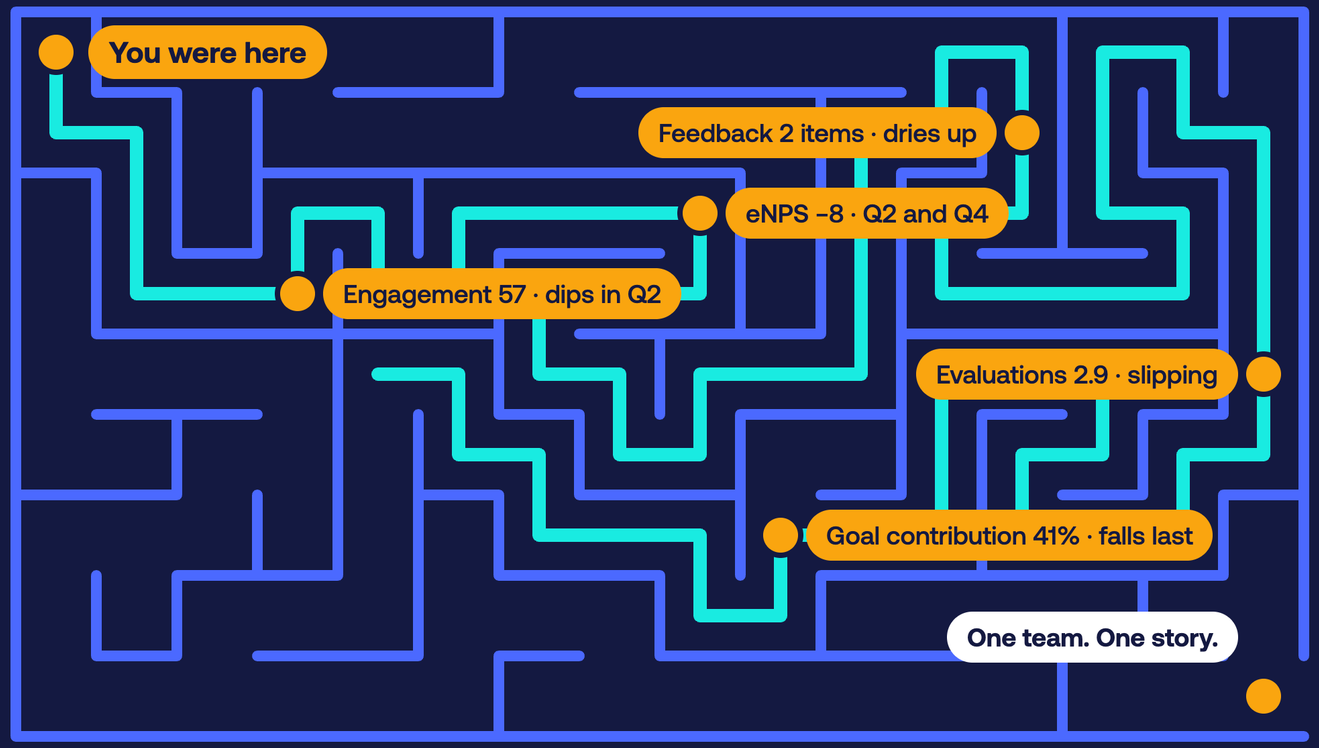
RISE ABOVE

From above, the maze has a way through.

Connected, the dots become a route.

1. Engagement and eNPS dip together: in Q2, then again in Q4.
2. Feedback dries up in the same months, and evaluations slip.
3. Goal contribution falls last. The number everyone was watching.

Five walls. One team. One story.



THE CONNECTED VIEW

Everything you need to see, in one place.

18

connected data streams

Straight from Dialog into the tools your leaders already use.



HOW IT WORKS

One source of data. Two ways to use it.

SOURCE

Dialog

18

connected data streams, in five lenses

- Engagement
- Goals
- People & structure
- Performance
- Conversations

OPTION 1 · BUILD ON IT

Dialog Public API

Plug Dialog's endpoints into any BI tool or data warehouse, and combine people data with your own business data.

Any BI tool · Any warehouse · Fully flexible



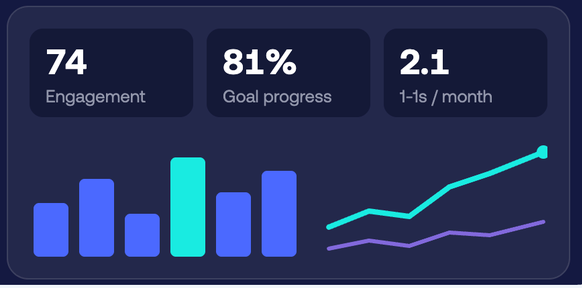
Zero maintenance for your data team

OPTION 2 · READY TO USE

Data Add-on Dashboard

Built, hosted and kept up to date by Dialog, behind secure sign-in and tailored to each customer. Insights from day one, nothing to build or maintain.

Run by Dialog · Secure sign-in · Tailored to you



FIVE LENSES

One organisation, seen whole.

Show me **Everyone** | **Tech teams** | **10+ years with us**

24 in tech, with us 10+ years



Demo data · fictional company · one dot is one person



They still deliver.
No one is investing in them.

01 **Engagement**	Engagement score **74** company 72	Growth & development **51** company 74 STANDS OUT
02 **Goals**	Goal progress **81%** company 68%	Personal plans updated **22%** company 61%
03 **People & structure**	Selected group **24** people in 5 tech teams	Average tenure **13 years** company 4.5
04 **Performance**	Evaluation score **4.3 / 5** company 3.9	Feedback received / quarter **0.6** company 3.1
05 **Conversations**	Talking points per 1-1 **4.2** company 3.8	1-1s per quarter **1.4** company 6.5

ZOOM LEVEL 1 · ORGANISATION

Where is energy rising, and where is it fading?

Each circle is a team. Its fill shows engagement, its arc shows goal progress.

Engagement | Goal progress | Platform visits



ZOOM LEVEL 2 · TEAM

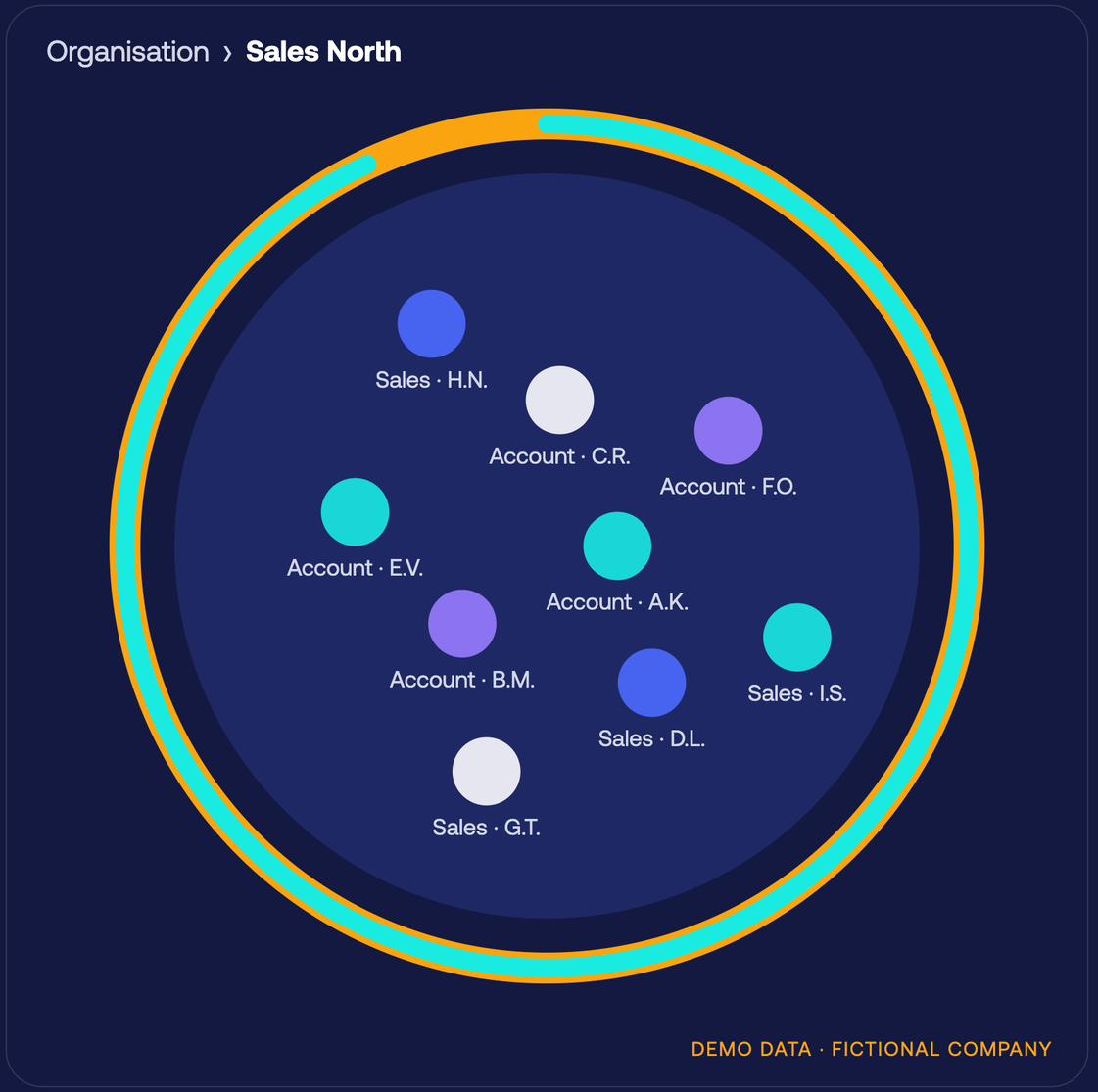
Is this team productive, or just exhausted?

Team goals next to engagement and feedback show whether today's results can last.

Goal progress 93% · +15 pts

Engagement 57 · −19

Feedback 6 items · −8



ZOOM LEVEL 3 · PERSON

Does this person feel seen, heard and supported?

1-1s, talking points and personal plans tell the human story behind every score.

6 open talking points

Personal plan 29%

4 1-1s in 90 days

1 feedback requests



ASK IT LIVE

Ask your organisation anything.

DEMO DATA · FICTIONAL COMPANY · Q3 2026

Compare engagement and goal progress across the teams. Which teams stand out positively and negatively?

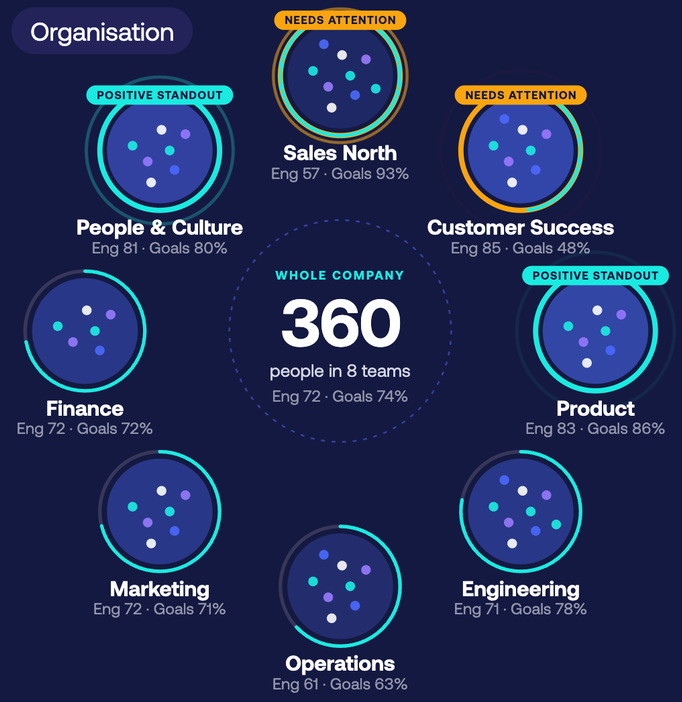
Ask

Engagement vs goal progress: who stands out?

Productive on paper, but burning out?

Where are managers least connected?

Which goals move the business?



ANSWER

You asked: Compare engagement and goal progress across the teams. Which teams stand out positively and negatively?

Product and People & Culture lead on both engagement and goals; Sales North and Customer Success show the two classic blind spots.

- **Product**: engagement 83, goal progress 86%, both rising since Q4 2025.
- **People & Culture**: engagement 81, goal progress 80%, both rising since Q4 2025.
- **Sales North**: goal progress 93% (+15 pts), engagement 57 (–19 since Q4 2025).
- **Customer Success**: goal progress 48% (–4 pts), engagement 85 (+5 since Q4 2025).

ENGAGEMENT SCORE VS GOAL PROGRESS



ALL TEAMS · Q3 2026

TEAM	ENG	GOALS	STATUS
Sales North	57	93%	Burnout risk
Customer Success	85	48%	Engaged, goals stuck
Product	83	86%	Thriving
Engineering	71	78%	Steady
Operations	61	63%	Manager disconnect

WHAT CHANGES

Questions your leadership team can finally answer.

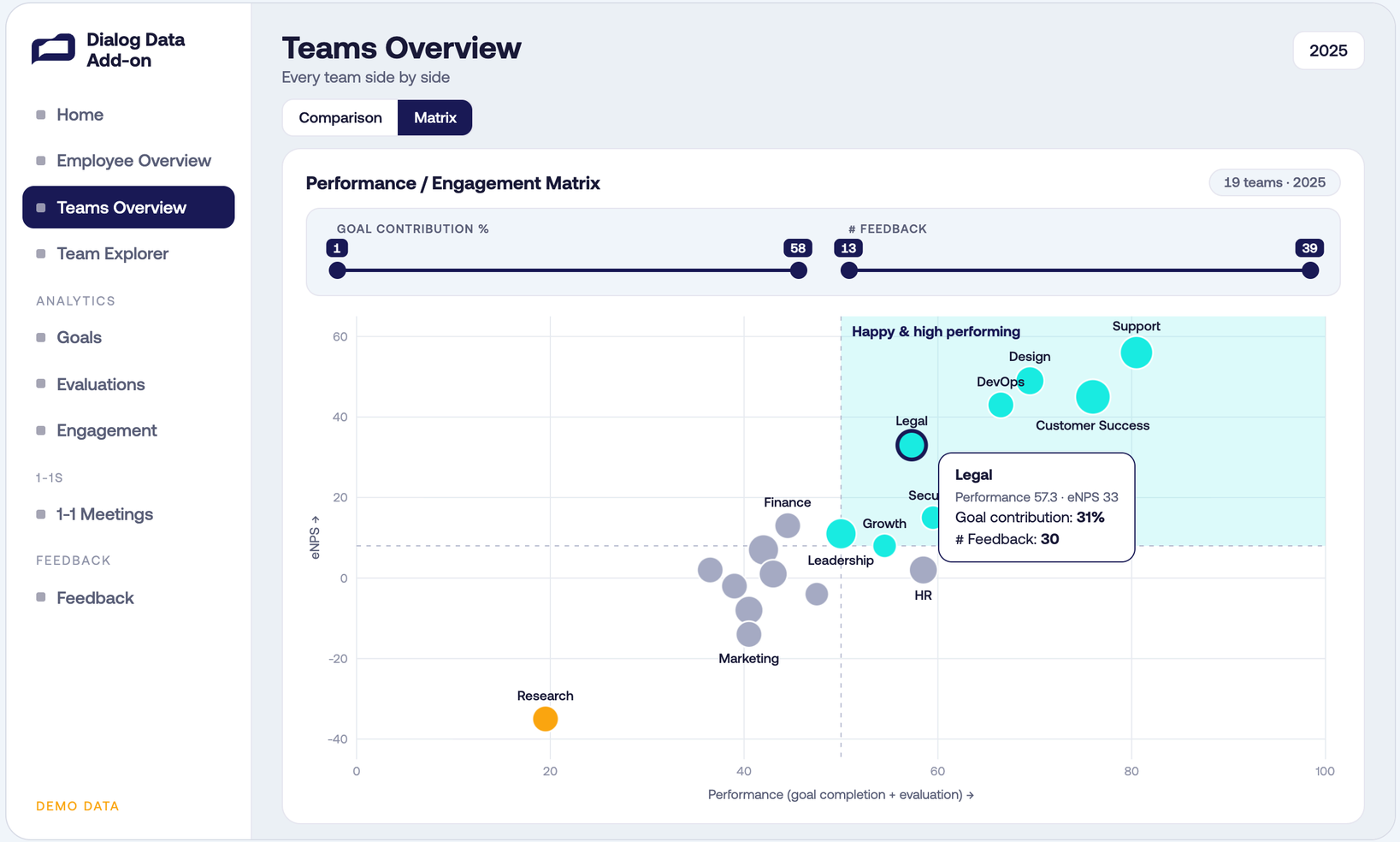
01
Which teams are delivering, and at what human cost?

02
Where do our managers need support most?

03
Which goals actually move the business forward?

04
Who is ready to grow, and who might we lose?

...and many more, answered in the **Dialog Data Add-on Dashboard**.



Organisations don’t achieve goals.

People do.

Now you can prove it. With Dialog.

Available today, through the **Dialog Data Add-on**

Dialog

Thank you.



Let’s talk about your bird’s-eye view.



Mary Wolf
Product Owner · mary.wolf@visma.com



Umut Evren
Data · umut.evren@visma.com

Book your demo

Scan the code, or go to
dialog.nl/demo

Copyright © Dialog 2026