



Work Place Culture

- ★ Physical workplace is VERY different...converted warehouse with an indoor football field and basketball court, indoor bicycle parking, exercise equipment, showers, and a Reading Room stocked with books from our reading list; casual open working environment with execs who sit in cubes with their teams; and the kitchen is stocked with cereal and milk.
- ★ All employees get stock options; monthly company lunch meetings include employee awards (employee of the month gets the keys to the company Nissan 370Z and the Compassionate Service winner gets \$500 cash and a day off).
- ★ Visitors often comment on the energy/vibe they feel when they come into our space...you can see and hear everything happening, including the fun employees are having as they do their work.
- ★ Collaboration, laughter, a gong, an air horn, clapping, basketball, music, and employees helping customers are sounds you will hear daily at Infusionsoft.
- ★ The fun/energy/vibe you sense is great, but it's all peripheral stuff...it has no real meaning without our Core Philosophy. Our Dream, Vision, Purpose and Mission and our Core Values make up our Core Philosophy and is the foundation on which our company and culture are built.
- ★ We're so proud of our workplace culture we offer monthly tours to anyone. (www.infusionsoft.com/tours)



Leadership Excellence

- ★ Co-Founder and CEO, Clate Mask, was presented a special award by Infusionsoft leadership called the Compassionate Service award. Recognizing his exceptional and compassionate leadership through a difficult time in our company's history, employees gave him a standing ovation.
- ★ Clate sets aside time every week for candid one-on-one discussions with employees. Anyone can meet with Clate to discuss business issues, new ideas or even just to visit.
- ★ Clate and Scott Martineau, Co-Founder and VP of Customer Service are sought out for speaking locally and nationally and are regularly quoted as leaders in the industry in local and national media sources.
- ★ Clate and Scott co-authored Conquer the Chaos: How to Grow a Successful Small Business without Going Crazy. Conquer the Chaos reached #4 on the New York Times bestsellers list.
- ★ Clate recognized in local media for his exceptional leadership: BizAZ 35 under 35 and Venture Magazine's Top 40 under 40.



Corporate & Social Responsibility

- ★ Over the past 2 years we've raised \$50,000 for micro-credit lending to entrepreneurs around the world who need just a small amount of capital investment to improve their businesses dramatically. As loans are repaid, the money is reinvested in new businesses. The cycle continues to lift budding entrepreneurs out of poverty around the globe.
- ★ Our Travel Reduction Program includes: reserved, covered carpool parking, indoor bicycle parking and showering facilities, and a monthly cash drawing for participants (\$100, \$75, and \$50).



Customer Opinion

- ★ We've adopted a WOW+1 customer service approach given that our business model requires exceptional service. A key team member (our Customer Experience Manager) is dedicated to improving the customer experience, studying every "experience zone" customers encounter in our company.
- ★ We're active in social media to get real-time feedback from customers about our service; we also utilize a monthly customer satisfaction survey to stay connected to our customers' opinions.



Awards

- ★ Best Places to Work, Phoenix Business Journal 5 years in a row
- ★ Inc. 500, 3 years in a row
- ★ Unique "award" of nearly \$20 million in venture funding