How Taylor Morrison, America's Most Trusted® Home Builder, Uses AI To Deliver Better Employee Experiences with PeopleReign

Changing Lives and Building Memories Starts With Employees Who Feel Trusted, Respected, and Valued

Taylor Morrison (NYSE: TMHC), one of the nation's largest home builders, prides itself on creating inspired home buying experiences that create lifetime memories. For more than 100 years, the company has been creating experiences for homebuyers built on a commitment to ensure every home is the best home for every owner.

Based in Scottsdale, Arizona, the company generated $7.8 billion in revenue in 2024, closed nearly 13,000 homes, and employs more than 3,000 people.

To deliver memorable homebuying experiences, Taylor Morrison made investing in its people a top priority. Thanks to visionary leadership from Jennifer Sutton, Taylor Morrison Vice President of Financial Services and Robotics, the company selected PeopleReign as the AI platform to measure and improve the quality of employee experiences.

PeopleReign Experience is the application that analyzes employee sentiment with pulse surveys to empower the Taylor Morrison leadership team to understand and remove pain points.

THE PROBLEM

Taylor Morrison committed to delivering a better employee experience but lacked the robust data and insights required to understand what was missing. Challenges they overcame included:

- Limited Visibility: The company lacked a consistent and comprehensive way to gather employee feedback.

- Disconnected Feedback Loops: Employee feedback wasn't always effectively captured, analyzed, and acted upon.

- Difficulty Prioritizing Improvements: Identifying and addressing the most critical employee concerns was challenging.

"We owe our success to creating a partnership between business users and IT. We found the right platform and partner in PeopleReign to accelerate our vision for the employee experience. As a company, we pride ourselves on loving our customers. Now, we're able to demonstrate how loving our customers starts with loving our employees."

– Jennifer Sutton
Vice President of Financial Services and Robotics

PeopleReign

SUCCESS STORY

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THE SOLUTION

Taylor Morrison implemented PeopleReign Experience, an AI app that addressed these challenges. With PeopleReign, Taylor Morrison was able to:
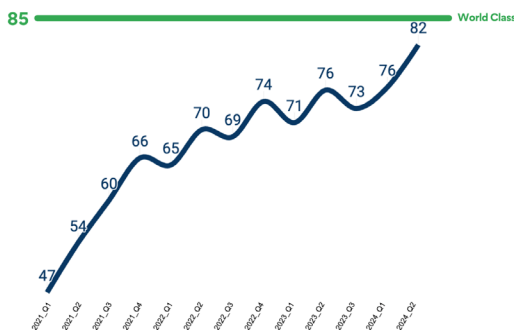
- Collect Continuous Feedback: Regularly gather employee feedback through pulse surveys, allowing for real-time insights into employee sentiment.

- Analyze Data-Driven Insights: Gain deep insights into employee satisfaction across different departments, locations, and demographics.

- Prioritize Actionable Improvements: Identify key areas for improvement and track progress towards achieving desired outcomes.

- Foster Open Communication: Create a culture of open and honest feedback by encouraging employee participation and demonstrating a commitment to addressing their concerns.
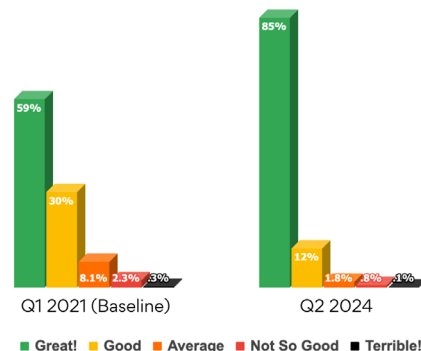
THE RESULTS

Jennifer and the Taylor Morrison leadership team created a culture of excellence using PeopleReign Experience. They've benefited from overall experience scores that increased continuously quarter over quarter and an employee survey participation rate of 30% that far exceeds industry averages.

- Increased Employee Engagement: By actively listening to employee feedback and addressing their concerns, Taylor Morrison benefits from a more engaged and motivated workforce.

- Improved Employee Satisfaction: Consistent use of PeopleReign has led to measurable improvements in employee satisfaction across key areas such as communication, leadership, and work-life balance.

- Data-Driven Decision Making: The platform provides valuable data that informs strategic decisions related to employee development, retention, and overall organizational effectiveness.

- Stronger Employee-Employer Relationships: By demonstrating a commitment to understanding and addressing employee needs, Taylor Morrison has built stronger relationships with its workforce. Employees report feeling more trusted and valued at work than ever.

IT Experience Score Over Time

85 — World Class

82

76
76
74
73
76
71
70
69
66
65
60
54
47

2021_Q1 2021_Q2 2021_Q3 2021_Q4 2022_Q1 2022_Q2 2022_Q3 2022_Q4 2023_Q1 2023_Q2 2023_Q3 2024_Q1 2024_Q2

Employee IT Experience Ratings

Q1 2021 (Baseline): 59% / 30% / 8.1% / 2.3% / .3%

Q2 2024: 85% / 12% / 1.8% / .8% / .1%

■ Great! ■ Good ■ Average ■ Not So Good ■ Terrible!

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FUTURE DIRECTIONS

Taylor Morrison plans to continue leveraging PeopleReign to further enhance the employee experience, including:

- Expanding Survey Usage: Explore new ways to gather employee feedback, such as incorporating feedback from exit interviews and stay interviews.
- Deepening Data Analysis: Utilize advanced analytics to identify deeper insights and predict potential employee attrition risks.
- Integrating with Other HR Systems: Integrate PeopleReign with other HR systems to create a more holistic view of the employee experience.

ABOUT PEOPLEREIGN

PeopleReign is the AI platform that automates the delivery of IT and HR employee service to improve work life for the next billion employees. It gives each employee back four to six hours of productive time per week with five AI-first applications that automate the lifecycle of employee service requests.

Unlike alternatives, only PeopleReign delivers value in 30 days by offering 5,000 pre-configured workflows and 100 enterprise system integrations.

Ready to learn more?

Scan the QR code for product demos and customer testimonials or visit our YouTube channel.

PeopleReign

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