



CASE STUDY #2102

# Relayr

“

For us in HR, [Fuel50 provides] visibility into succession planning and workforce planning skills. For our employees, Fuel50 delivers automation, simplification and career ownership. I see a bright, bright future. ”

CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE



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## Relayr

**300**

EMPLOYEES

**Technology**  
INDUSTRY

**Germany**  
REGION

**Talent Engagement**  
SOLUTION

**2021**

JOINED FUEL50

Relayr is an industrial internet of things (IIoT) solution company providing IIoT technology, financing, insurance, and delivery from a single source. Their goal is to help customers realize the benefits of IIoT applications and keep ahead of the game through risk-free digital transformation.

Relayr empowers manufacturers, operators, and service companies for industrial equipment to implement fully interoperable IIoT solutions. They provide customers with not only a first-class technology stack but also serve as a collaborative partner who is as invested in helping them reach their target outcomes as they are. By harnessing data-driven insights from existing equipment, machines, and production lines, they can yield validated business outcome improvements for customers.

### BUSINESS CHALLENGE

As a fast-growing company in a highly competitive market, Relayr understands the importance of retaining skilled talent and helping enable them to grow as a diverse, equitable,

and inclusive workforce. Yet as Cindy Rubbens, Senior Vice President People at Relayr, notes, often employees expect HR to outline and define the development actions they should be taking within the organization.

With over 15 years of HR experience, Cindy Rubbens has seen this as a recurring theme, either with employees relying on HR to dictate the direction of their career paths or HR electing to do so. The culmination of this type of internal process quite often results in unintentional biases and career goal misalignment between parties, which can greatly impact employee retention.

**“There’s always an opportunity,** but if our people don’t know, if we haven’t told them, or if we haven’t made that [career path transparency] clear, then they don’t know, and they go elsewhere.”

CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE AT RELAYR

Consequently, as part of their initiative to increase talent retention, internal mobility, and talent engagement, Relayr recognized that they needed to restructure the hierarchy of responsibility surrounding career pathing within their organization. Employees, rather than HR departments, needed to be engaged and empowered to own their individualized career journeys.





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"There are multiple opportunities for every single person. But what we needed to do better was **make these opportunities visible and accessible for employees.**"

CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE AT RELAYR

### SOLUTION

Having identified a need to broaden Relayr's internal talent mobility and talent identification efforts, Cindy Rubbens sought ways to champion employee growth. Cindy initially discovered Fuel50 while serving as a jury member for the HR Innovation Awards, and she was keenly interested in how it could drastically benefit employee-driven development initiatives.

*"As soon as that application [the Fuel50 talent marketplace] passed on my desk, I was immediately smitten. And I'd written it down to make sure I never forget this tool."* - Cindy Rubbens

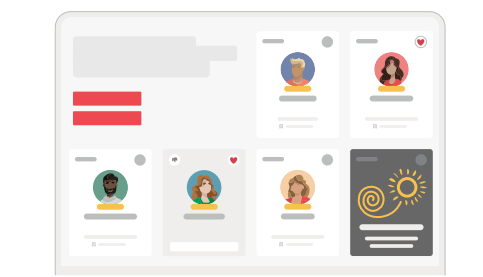
Cindy Rubbens sees the Fuel50 Talent Marketplace platform as a tool to increase DE&I, decrease hiring bias, enable recruiters, and empower and engage employees to own their career journeys. With Fuel50, Relayr employees who wish to develop their skills will now have the accessibility to do so. Meanwhile, those that don't have the time can easily refrain without fear of judgment.

"So basically, **you have employees that want to develop, awesome – here's the Fuel50 talent marketplace to get going...** Or you are an employee that, you know, for some reason, you do not have the bandwidth to develop. Then let's not push them, and let's just let them be."

CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE



According to Cindy, by implementing Fuel50's hyper-personalized AI with its deeply embedded commitment to diversity and inclusion, Relayr can create a workspace free from the unintentional hiring bias that often arises from the HR or senior management level. Fuel50 will significantly impact Relayr's diversity, equity, and inclusion efforts.





“

We are working together with [our] people to help them own their own career without too much interference from HR or their manager. The Fuel50 tool supports the intrinsically motivated employee who wants to develop themselves. ”

CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE





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**“We want to reduce bias** to make sure that we give our women and minorities a real optimal chance to grow and develop at this company.” CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE AT RELAYR

Recruiters at Relayr will now have validated insights into employee goals and values. They will be fully enabled to positively impact employee engagement, retention, and workforce mobility across the organization. And they can champion career growth by reaching out, encouraging, and chatting to employees about all the opportunities available to them, rather than waiting for employees to apply for new roles.

**“[The Fuel50 talent marketplace provides] invaluable information for managers,** for hiring managers, for leadership, to understand how their people tick... Our people are introverted [...] so we as a company need to put something in place that helps them.”

CINDY RUBBENS, SENIOR VICE PRESIDENT PEOPLE AT RELAYR

With Fuel50, Relayr will now have visibility to the data and information they need to make strategic decisions around their employees and future business growth. Fuel50 provides Relayr's people with the right tools to help them take control of their career pathways and truly understand what is important to them. It gives both employees and leaders increased visibility to align their values and communication styles. Together, as Cindy Rubbens states, we “see a bright, bright future,” ahead.

