

# Television Academy Takes Performance Reviews Primetime With **Reviewsnap**

Television  
Academy



reviewsnap

## CHALLENGES

- Labor-intensive performance review process.
- Finding a performance review solution that's both high-quality and cost-effective.

## SOLUTION

- Reviewsnap's cloud-based Performance Management Software.

## RESULTS

- Slashed administrative time by at least 50%.

More than 10 million people watch the annual Primetime Emmy® Awards broadcast, which gathers Hollywood's brightest stars to honor the best achievements in primetime television.

Behind the glitz and glamour of each year's broadcast is the Television Academy, a 19,000-member nonprofit organization that has been administering the Primetime Emmys since 1949. But it's a much smaller team of about 55 employees who manage the day-to-day running of the organization—and it's a busy organization indeed. The Television Academy also oversees untelevised award shows, publishes *Emmy Magazine*, and provides professional development activities to its members.

For the Academy's HR Director, Gregory Sims, SPHR, performance reviews are an essential tool for ensuring that every member of the organization realizes her/his full potential. Until a few years ago, however, the Television Academy's performance review administration process wasn't doing much to support this goal.

Its legacy system—a Microsoft Word document that was professionally printed—created a number of problems. Updating the document was extremely time-consuming and, because reviews were hand-written, illegible responses were a common frustration. In addition, transferring review results to spreadsheets was labor-intensive. And Sims found it equally difficult to conduct year-to-year and employee-to-employee comparisons.

After years of making due, Sims realized, "There has to be a better way of doing this."

## The Search Begins

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The “better way,” Sims decided, was an electronic solution—one that would simplify the administrative process and enhance its overall efficiency, saving the Television Academy both time and money.

Sims began his search online in 2009 and quickly found a number of potential options. But it was Reviewsnap that stood out after an especially promising demo. The cloud-based system appeared to meet all of the Television Academy’s needs, and Sims immediately saw how easy it would be to transfer performance review data from previous years.

“Reviewsnap also looked like it would be user-friendly for our employees,” Sims said. “That was a top priority for me. I couldn’t complicate our employees’ lives just because I wanted to simplify mine!”

Affordability was another factor working in Reviewsnap’s favor. Unlike many of the other options Sims reviewed, Reviewsnap combined cost-effectiveness with high quality and intuitive functionality. It was this winning combination that led the Television Academy to award its business to Reviewsnap.

## Performing to Rave Reviews

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Once the Television Academy began using Reviewsnap, something unusual happened. Users and reviewers actually began calling and emailing Sims to tell him how much they liked the new solution. It proved to be as user-friendly and intuitive as Sims had believed. And strong results soon followed.

For starters, managers and employees completed performance appraisals far more quickly, with many finished in a matter of days. This improved turnaround time is extremely valuable to Sims, who reviews each appraisal personally. And since reviews began flowing into him gradually—rather than in a rush just prior to their deadlines—they stopped piling up. Sims says he’s cut the administration time he devotes to annual reviews by approximately 50 percent.

A few of the key Reviewsnap features that have helped to streamline the Television Academy’s review process include:

**I couldn’t complicate our employees’ lives just because I wanted to simplify mine!**

- **Dropdown menus**, which assist reviewers with the wording they use to rate employees for various performance categories. Prior to implementing Reviewsnap, Sims had to carefully examine each review to ensure nothing inappropriate or illegal was stated. Reviewsnap's menus provide consistency in the language used.
- **eSignatures**, which simplify and speed up the approval process. They also ensure that approvals are given in the right order and make tracking the status of reviews easy.
- **Reporting features**, which help Sims to generate insight-filled comparative analysis (e.g. year-to-year or department-to-department).

In fact, Sims has found creative uses for Reviewsnap's reporting capability. "Because of budgetary limitations, I don't have an HRIS system. I do all of my analysis and tracking through spreadsheets. However, Reviewsnap's report-writing capabilities give me the ability to pull together key data—such as dates of hire and performance ratings, for example—that I can use in other ways and for other strategic purposes. For me, this is an awesome way that Reviewsnap adds value."

Replacing the Television Academy's old paper-based process has brought other bottom-line savings, notes Sims. The organization has saved approximately \$1,500 in paper costs alone, now that it no longer prints reviews. "That's significant for a tight budget," he says.

Sims calls Reviewsnap his personal life-saver. "When it comes to our performance reviews, I'm tasked with doing it all—creating the reviews, reading and vetting them, implementing them, and following up on them. Reviewsnap has helped me do all of this with greater speed, efficiency and accuracy. It's delivered exactly what I need it to deliver and what our employees need as well."

## Excellence Delivered

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Sims and the Television Academy also award high marks to Reviewsnap's customer service. Whether they're calling or emailing their Reviewsnap contacts, the response is always immediate and knowledgeable.

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Reviewsnap is also proactive, according to Sims. For example, prior to each year's review season, Reviewsnap reaches out to Sims to ask whether he needs anything new or special from them. And, on the occasions when Sims has offered suggestions for improving the software—such as giving administrators the ability to log in as users to enable them to see reviews exactly as supervisors see them—Reviewsnap has happily incorporated his input.

One of the greatest advantages of Reviewsnap, Sims believes, is its ease of use. Very little help or guidance is ever needed to use the solution effectively. When users do run into a problem, Sims often is able to log into the system and quickly figure out the issue himself. He said this keeps users from getting frustrated and having to spend time with customer service.

Summing up the Television Academy's experience with Reviewsnap, Sims says, "We know excellence when we see it. After all, we're in the business of recognizing excellence. We needed a performance review solution that delivers the same level of excellence we look for in television's greatest performers. And Reviewsnap has been that solution."

In other words, the Emmy for Best Performance Review Software goes to Reviewsnap!

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**About Reviewsnap:** Reviewsnap is a complete, fully automated performance management system that offers user-friendly, reliable and affordable on-demand SaaS (Software as a Service) solutions to help companies align goals for greater results, enhance communication and coaching, increase employee engagement, and save time and money through improved efficiency. Learn more at [www.Reviewsnap.com](http://www.Reviewsnap.com).

**About the Television Academy:** The Television Academy seeks to expand the horizons of television excellence. It strives to empower the storytellers who shape the evolving television space through the programs, publications and events of the Academy and its Foundation. And it celebrates those who have led excellence by recording their stories and recognizing their achievements through accolades and awards, including television's most coveted prize, the Primetime Emmy® Award. For more information, please visit [www.TelevisionAcademy.com](http://www.TelevisionAcademy.com).