

T-Mobile gives managers always-on coaching to provide better performance feedback and help every employee grow with Textio Lift

T-Mobile gives managers Textio Lift to create unbiased and actionable performance feedback, making coaching easier and more effective, and feedback more trustworthy. Managers no longer dread giving feedback, employees are getting better development, and HR business partners are saving significant time in training managers.

T-Mobile is a leader in the telecommunications space—and also in the talent space. They put action behind their DEI commitments. They have a robust ERG program. They do focus groups and employee surveys, and then they do something about what they learn.

That's what kickstarted the search for ways to improve performance feedback.

Survey says: Employees need better feedback

Instilling a growth mindset is top priority for T-Mobile talent development. They know the way to stay competitive is to make sure their people have the skills—and the mindset to keep building new skills—to keep T-Mobile ahead of the game.

T-Mobile™

AT A GLANCE

Industry: Telecommunications

Location: Bellevue, Washington, U.S.A.

Organization: 70,000 employees

Challenge:

- Performance management processes were inconsistent across the org
- Employees reported lack of feedback and clear growth opportunities
- Managers needed high-touch support and training in performance management
- Org had high safety, security, privacy, and equity standards for AI software

Solution:

Textio Lift performance feedback software for all 70K employees, integrated into Workday PMS

Results:

- No-touch upskilling and training for managers
- Major time savings for HR business partners
- Feedback is faster, fairer, and easier for all
- Feedback quality and consistency has improved

As the team was planning employee growth paths, they did their research. Stats that stood out:

- 40%: how much more likely a person is to make progress on goals if they write them down
- 92%: how much of a workforce will disengage if they're not getting good feedback
- 60%: how much of a workforce is prepared to jump ship if they don't think they have opportunities and see they can grow elsewhere

Performance feedback became an obvious place to focus.

T-Mobile already offered a lot of manager training, but training is one point in time. Another challenge: HR partners were doing a lot of handholding. Managers would call them to help them through the performance management processes.

Complexity and inconsistency were additional barriers. Across the org, T-Mobile had varying performance management processes. They also knew the quality of feedback was inconsistent across teams and employees.

Employee survey results confirmed there was room for improvement: People reported they weren't getting adequate feedback or growth opportunities.

Setting and sticking to high software standards

As T-Mobile was laying the groundwork for more continuous, structured, and growth-oriented performance management, they heard about Textio Lift. The T-Mobile talent acquisition team had already had great success with Textio's recruiting product, so they were excited that Textio guidance was now available for performance management.

They were also excited about the data they'd now have on who is getting what kind of feedback across the org, and how that could inform succession planning and talent reviews.

The team was also deep into strategizing ways AI could help the org. They'd explored other AI tools and built-in generative AI features for performance feedback, but

found that while those could increase efficiency, they didn't increase effectiveness. Time savings wasn't the only or even primary goal; it was about better talent development.

Like every responsible employer, T-Mobile also had high safety, equity, privacy, and security standards in their AI software search. Because Textio products are built with all of these standards in mind, the team was cleared to bring Textio Lift on board.

It wasn't a hard sell internally.

When T-Mobile managers saw Textio Lift, they were energized. There was no mandate needed; managers enthusiastically picked it up. HR partners were equally enthused. Textio Lift allowed them to scale themselves and provide the high-touch, white-glove approach to HR they'd established without the calls and personal guidance.

Better managers, better feedback, better performance

T-Mobile has seen the quality of performance feedback improve for employees overall. They're also seeing how Textio Lift is upskilling managers, based on rates of how much Textio Lift guidance is used.

Managers themselves are also appreciating the tool—so much so that they're inquiring about bringing Textio into more parts of their work.

For HR partners, Textio Lift has dramatically lightened the load of supporting and training managers. They're saving significant time and scaling in a way that before was not possible.

T-Mobile has now rolled out Textio Lift to its entire workforce of 70,000 employees. Their perspective: better feedback from managers, better feedback from peers—better performance and opportunities for all.

Want to discuss Textio Lift for your team?

Contact us: sales@textio.com