



Ellipsis

## The Ellipsis Story 2021 and beyond

At Ellipsis we love solving complex customer problems together, to delight our clients and help their businesses thrive. We are the Customer Loyalty Experts. Our team are what make us different. Together we provide market leading Expertise in Loyalty, Strategy and data Insights. We'd like to refer to this unique mix as ELSI. A team working together to make Ellipsis the world's best customer loyalty company.

## Our Brand Story

- 01 Ellipsis Purpose**

We help businesses thrive through solving complex customer problems
- 02 Ellipsis Ambition**

To be the world's best customer loyalty company
- 03 Ellipsis Differentiator**

Elsi: The fusion of Expertise in Loyalty, Strategy and data Insights
- 04 Ellipsis Positioning**

The Customer Loyalty Experts that use Customer Science® to understand, manage and grow customer value
- 05 How do we do it?**

We use our proprietary methods and data driven insights to deliver state of the art services that grow customer value and optimise performance

## Our Employee Value Proposition

At Ellipsis we are a collaborative and respectful team of curious minds, who are driven to solve complex customer problems. We offer the opportunity to become an expert in your field through working on market-leading clients across diverse industries. As a small, high-performing team, everyone has an active role in shaping the business as we grow.

We value simplicity, quality and a result-driven mentality. We have a laser sharp focus on our clients. At Ellipsis, our innovation is always grounded in facts. We are a team that lean into a challenge with the confidence that together we will find the right solution.

With access to experts and a suite of innovative tools and methodologies, you will have the support you need to do your best work.

It's important to us that we help our team thrive, solve problems and produce their best work.

## The Ellipsis Pledge

01

We take the time to know you, thank you and celebrate our team

02

We give you the tools and plan for personal growth

03

We respect your wider world, and the role your work plays in this

## The Elsi Pledge Package

01

We take the time to know you, thank you and celebrate our team

### Celebrations

Our team are passionate about producing the best work and to make a difference. We believe it is important to recognize milestones and achievements together. For example, we celebrate birthday's, employment anniversaries and business wins. We take the time to pause, celebrate and reflect together.

### Thank you

Our Sydney and Melbourne teams get together twice a year minimum. We use this time to give a business update and then take time out together. Whether it's dinner, drinks or another social way of saying thank you.

The winter event coincides with our Ellipsis birthday and the Summer event with Christmas, making these twice the celebration. At times, we extend these events to our clients, who play a critical role in our business success.

### Know you

Our weekly Drink and Learn takes place every Thursday and provides an opportunity to learn from each other. One person is nominated each week and they share a personal passion. This could be work related, or personal. From cooking though to tech know-how, we always get inspired and find out something new.

### Career Development Framework

A custom built program that brings together the Ellipsis' needs with your personal goals. The Framework covers the strategy required to deliver to the long-term needs of our clients, individual strengths and development areas as well as any personal preferences and objectives. The program covers the core domains of Project Management, Consulting Methods, Analytics and Data products, developing Ellipsis and ensuring you continue to develop and grow your expertise.

### Manager and Mentor

Our team have the double benefit of a Mentor and a Manager. The Mentor is a consistent guide. Your Manager can change depending on the assigned project. This gives one person responsibility for your growth and career development, whilst giving you the ability to learn on the project from different team leaders. The mentor also plays the role of Buddy for the first few weeks.

### ELSI Personal Development Budget

Each team member receives a budget of \$500 a year to spend on personal development without needing approval. This will be documented in the Career Development Framework. It allows for books, seminars and short courses to be accessed in a timely way.

### ELSI Hacky Hour

Solving Complex Problems sometimes takes a joining of minds. The ELSI Hacky Hour is a time allocated for the team to come together and work on cracking a problem. Giving the team support and inspiration from each other.

### ELSI Knowledge Share Sessions

To continually stay ahead as Subject Matter Experts, Ellipsis provide a forum when knowledge is shared on a core business topic. This might be a client, industry expert or one of our team who have worked on a subject in depth and have information to share. These sessions are twice a year as a minimum and coincide with our Winter and Summer event.

### Best in class software, regularly reviewed

Unlike large corporates, we are able to continually flex to have the best tools in our business. Our team play a part in helping us choose the right software for them to do their jobs. Currently this includes Airtable, Slack, Box, R, ThinkCell, Snowflake and Zoom.

### Tech Extras Budget

In recognition of each person having their own way of working, we allocate a \$300 budget for Tech Extras, per person each year. This goes towards work from home needs or in office customisation requirements.

### Phone Allowance

Flexible working and being out and about means our team use their phone for business purposes. To cover for this, Ellipsis covers \$30 per month of a team members phone bill.

### Flexible Working Policy

We acknowledge some work needs collaboration and other work needs thinking space. We understand some days need flex for personal reasons and other days we need the team to be present as a group. Ellipsis trust the team to manage their work appropriate to the project needs. Our expectation is for the team to be in the office half of the time to ensure collaboration and to remain a connected team.

### Unlimited Annual Leave

Employees need time to rest outside of work. Our Unlimited Annual Leave policy allows employees to take as much leave as they need. We trust everyone to do what is required to meet their role commitments and take fair amount of leave to ensure balance in their life. All leave needs to be approved in advance and we will always do our best to accommodate your request, whilst ensuring other team members and our clients are considered.

### Late-in-Office Dinner Budget

It's hard to do our best work on an empty stomach. On occasions a project cannot be delivered from home and requires a late night in the office. When this happens the team can expense \$30 per person on food services.

### Parental Leave Policy

Our Parental Leave Policy allows new parents to take time out and provided benefits above those that the government enforce. Our policy is being developed in line with current market standards.

### Mental Health App

Work and life can be challenging at times and sometimes a little help can go a long way. Ellipsis provides a Headspace Subscription for everyone. It contains easy-to-follow guided meditations, with topics from stress and sleep to prioritisation and creativity. If you have another preferred app that you use, we are happy for you to expense this instead (up to the value of Headspace).



**Elsi personifies what makes us different.**

**Expertise in  
Loyalty,  
Strategy and data  
Insights**

## ..... Our Brand Values .....

**We strive to make the complex simple**

**We focus on quality and results**

**We value fact based innovation**

**We are ambitious and love a challenge**

**We always put the customer first**

We help our clients, and their businesses, thrive in our unique Ellipsis Way. **The Elsi Way.**

These benefits are created to help you do the best job you can whilst enjoying being a part of the Ellipsis team. We look forward to solving more complex customer problems and creating more reasons to celebrate together.

**Ellipsis** 