



A NEW WAY TO BE HEARD

Meet Croissant.

Hear every voice, every day.

Croissant is your new AI-powered listening tool. Instead of long annual surveys, it asks **short, smart questions** through the day, so your company can act on how people actually feel, in real time.

01 FOR EVERYONE

The daily rhythm.

ALL USERS

(A) WHAT'S CHANGING

A new app on your desktop.

You'll start receiving short questions through Croissant. No long surveys. Just quick moments to share how things are going.

(B) WHAT YOU'LL DO

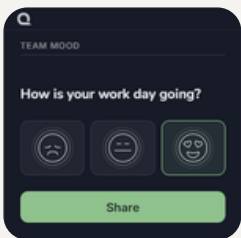
Answer honestly — in under a minute.

Usually one question a day. Some days none, some days two. That's it. The more honest the answers, the more useful the picture.

(C) QUESTION TYPE 01 — SENTIMENT

Quick taps.

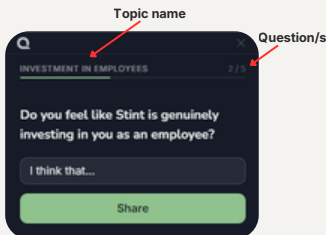
A fast pulse on how you're feeling. One tap, you're done.



(D) QUESTION TYPE 02 — TOPIC

Short answers.

A little more context, in your own words. Up to 125 characters.



PRIVACY — NON-NEGOTIABLE

Your answers are fully anonymous.

Leaders never see who said what. They only see the overall picture — sentiment trends, themes, and summaries. Your honesty is what makes this work.

02 FOR LEADERS

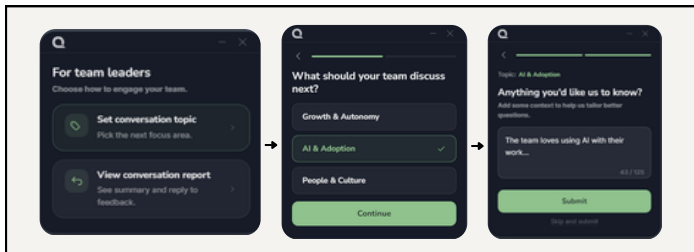
Everything above — plus the tools to act.

You'll answer the same daily questions as your team. You'll also guide what gets asked, see what's coming back, and close the loop.

A Pick the next topic.

At the start and end of every conversation, you'll see three AI-suggested topics based on what your workplace is talking about. Pick one. Add optional context to sharpen the questions. If you miss it, no problem, Croissant will choose for you after a day.

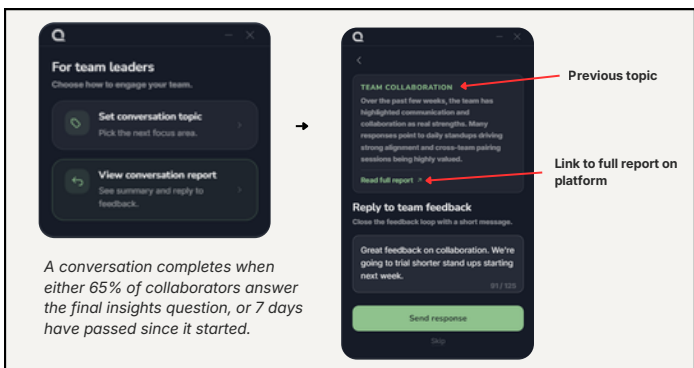
→ IN-APP, TAKES 10 SECONDS



B Read the report & respond.

When a topic finishes, you'll get a short paragraph summary in the app. Write an optional message back to your team — a quick, powerful way to show you've listened and what you're doing about it.

→ AFTER EVERY COMPLETED TOPIC



C Go deeper on the platform.

Sign into the Croissant web platform for the full picture.

- + Detailed reports per topic
- + Live metrics & trends
- + Create your own topics
- + Real-time team sentiment
- + Previous conversations
- + Leader tracking

→ ACCESS DEPENDS ON YOUR PRIVILEGE LEVEL — SET DURING ONBOARDING