

Employee engagement: Proving the return on investment



What's it worth?

£25.8 billion

is what increased engagement could be worth in GDP increase for the UK

1/3 of UK employees say they're engaged

Top vs bottom quartile companies (for engagement) have

18% 40%

Higher employee productivity

Lower employee turnover

What's the business impact

Our linkage analysis on employee survey results for several clients showed exactly where increased engagement impacts on business metrics.



+10%
"Your manager" score over last 4 years

Higher engagement was found to be a predictor of:

- **Higher customer satisfaction** ratings from customer satisfaction survey (customer scores were 0.53 higher in top versus bottom quartile engagement areas)
- **Lower employee absence rates*** (countries with engagement scores in bottom quartile have, on average, 3% higher staff absence).

* Data relates to M&S International



Higher engagement is a predictor of:

- **Longer job tenure** (for each engagement index point increase employees will have worked an additional 18 months)
- **Higher performance ratings**
- **Larger bonus awards.**

+18 MONTHS Top scoring managers lead more engaged teams. ITV used these managers' behaviours to design L&D initiatives to help lower scoring managers.

+200% increase in engagement since the formation of the company.

Higher engagement is a predictor of:

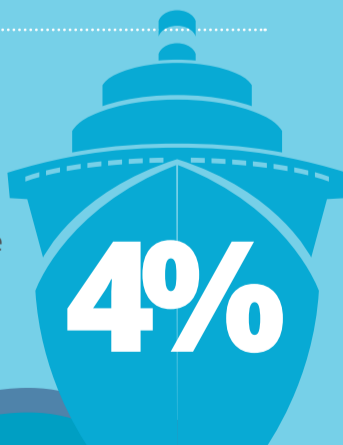
- Higher performance with engaged employees performing 5 times better.



Travel operator

Higher engagement is a predictor of:

- **Net travel revenue** (the stores with higher engagement sold more holidays)
- **More upselling** of other products such as travel insurance.



Predictive analysis showed that, if this travel firm increased engagement by 0.1 (on 1-5 scale), they could see a 4% increase in travel revenues.

Sources: Engage for Success website www.engageforsuccess.org