



ROI Guide

Employee Listening

Onboarding/ New Hire:

Glassdoor notes that a strong onboarding process improves **new hire retention by 82% and productivity by 70%.**

Wellbeing:

Workplace stress adversely affects productivity and **costs US employers nearly \$300 billion every year.**

Manager Effectiveness:

63% of leaders say relationship with manager has the most significant impact on engagement.

Exit Interviews:

Replacing workers can cost up to **2x their annual salary costing between \$25,000 and \$100,000.**

Engagement:

High engagement workplaces earn **8% more revenue per employee** and a **63% improvement in shareholder return.**

Diversity & Inclusion:

Companies with above-average diversity on their management teams report **19% higher innovation revenue** than their below-average counterparts and better overall financial performance.

Stay Interviews:

2 in 5 job leavers who didn't have a stay interview said it would have made an impact on retention.



Impact of employee listening on your business outcomes



With the anxiety of a possible recession growing, some companies are getting concerned and beginning to look at cost-cutting measures. Reducing employee-listening programs may seem like an easy way to cut your budget now, but it's more likely to hurt your company's success in the long run.

Business outcomes are significantly linked to employee engagement and retention efforts. Gallup found that companies with an average of 9.3 engaged employees for every actively disengaged employee have **147% higher earnings per share** compared to the competition. And a highly engaged workplace earns **8% more revenue per employee**. And business units that score the highest on employee engagement show **21% higher levels of profitability**.

Since the pandemic, we've learned that during times of crisis companies who put their people first will continue to thrive and grow. Using key metrics like retention key drivers, engagement, sentiment, and cost of turnover can help you make better evidence-based decisions for your people while also positively impacting your business.

Making your case for the right engagement and retention solution

Make the most of your People budget with investments that matter. By implementing a strategic and effective employee listening program, you can identify and transform your disengaged people to engaged. Using industry-standard percentages, **we can assume a 4x return on investment.** This is due to increased productivity (increased profits), decreased absenteeism (fewer wasted resources), and greater retention (less money on recruiting and onboarding new people).

There's a tremendous opportunity to identify what's most important to both people and the business through gathering employee feedback. Each employee has unique and valuable insights to share about their experience and this data will help direct you to where to invest to make the biggest difference, instead of wasting time and energy on things that don't matter to your people.

By listening to and responding to what employees are asking for, leaders can correct the areas that lead to disengagement and focus on the areas that drive engagement and retention. When companies make the effort to better understand their employees' needs, they gain a competitive edge in retaining their talent. A healthy company that finds ways to make every employee feel heard and supported and is **2.2x more likely to exceed financial and business goals.**





As it relates to the impact on your people, having the right data at the right time will help guide your decision making.

The best way to understand how your people are feeling about their work and your company is to ask them directly. Employee surveys, particularly those designed with built-in key metrics like retention key drivers, intention to stay, future potential, and employee advocacy, are crucial in measuring employee engagement and retention.

For surveys to be effective, they must be reliable and well designed to fit the specific needs and challenges of your company. You may be surprised to find that what you thought was of little concern is a high retention driver.

After all, replacing one employee can cost up to **2x their annual salary** and it can take **one to two years** for a new hire to reach the productivity of an existing employee. Retaining even one employee by using an effective employee listening system, can pay for the entire program.





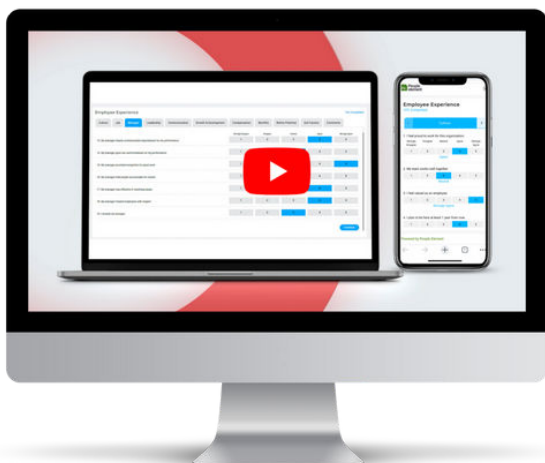
ROI of a

people-first approach

Preparing for the future, especially in HR, is extremely difficult. But what the past has proven is the power of enabling employee voice, taking meaningful action, and creating an engaging workplace. Most companies know their biggest asset is their people, but many still don't take the necessary action to show it. Companies that support and facilitate employee listening and experience are **5.1x more likely to engage and retain employees** and drive behaviors that improve business results. Companies with great employee experience simply outperform in every way.

Regardless of the state of the economy, making employee listening a priority and putting your people first drives business success. When you take care of your employees, they take care of your company.

Combining an easy to use yet powerful platform with world-class services and expert support, People Element provides the best of both worlds for understanding and improving your employee experience while driving real ROI.



[Watch Demo Video](#)

We make measuring and improving employee listening simple by providing you with an innovative employee survey solution that gives you the speed and confidence to act on the things that matter most to the success of your business.

Take a look at our **employee listening guidebook** for best practices.