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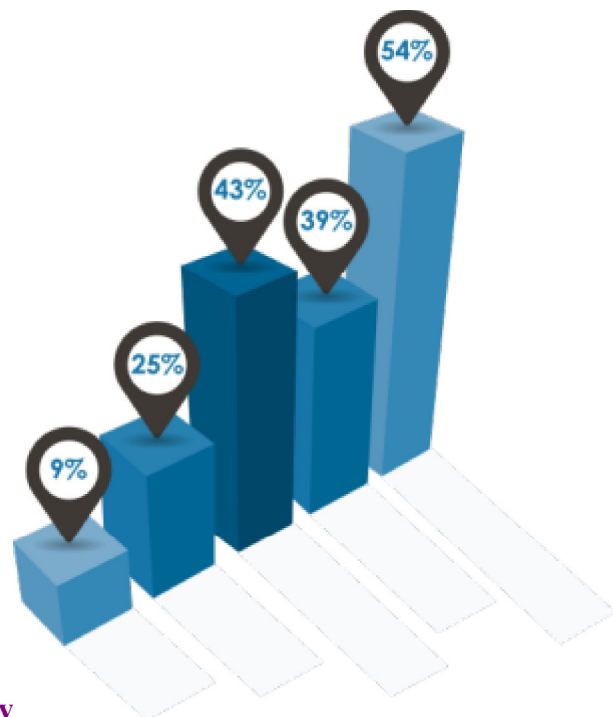
Show Me the Money: The ROI of Employee Engagement

Posted by Reese Haydon

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[Employee engagement](#) drives individual performance in an organization, but do companies with more engaged employees out-perform those with a less-engaged workforce? I mean does the company have stronger financial performance and operational efficiency with engaged employees? If not, then employee engagement is just another time-wasting hoax for executives to deal with until the HR department comes up with a bigger-and-better distraction to throw their way.



[Download: Sample Employee Engagement Survey](#)
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Scholars, consultants, non-profits, and companies have been researching the ROI of employee engagement for quite some time. The correlative data revealed in their research initiatives is significant. Here are some recent findings:

Operating Income

In research prepared for the UK government ([Engaging for Success: enhancing performance through employee engagement](#)), David MacLeod and Nita Clarke found the following correlations to employee engagement:

- Companies with low engagement scores earn an operating income **32.7 percent lower** than companies with more engaged employees.
- Similarly, companies with a highly engaged workforce experience a **19.2 percent growth** in operating income over a 12-month period.

Profitability & Attrition

The [Corporate Leadership Council](#) studied the engagement level of 50,000 employees around the world to determine its direct impact on both employee performance and retention. Here are two important findings:

- Engaged companies grow profits as much as **3X faster** than their competitors.
- Highly engaged employees are **87 percent less likely** to leave the organization.

Customer Loyalty, Productivity, and Turnover

Any business owner can tell you that optimizing productivity levels is an uphill battle, and customer loyalty is what companies depend on to make payroll. (If only employees would understand that—right?) In an article published by Jonathan Pont, the most-engaged workplaces experienced the following performance metrics:

- 2X higher *customer loyalty*
- 2X higher *productivity*
- 2X lower *turnover*

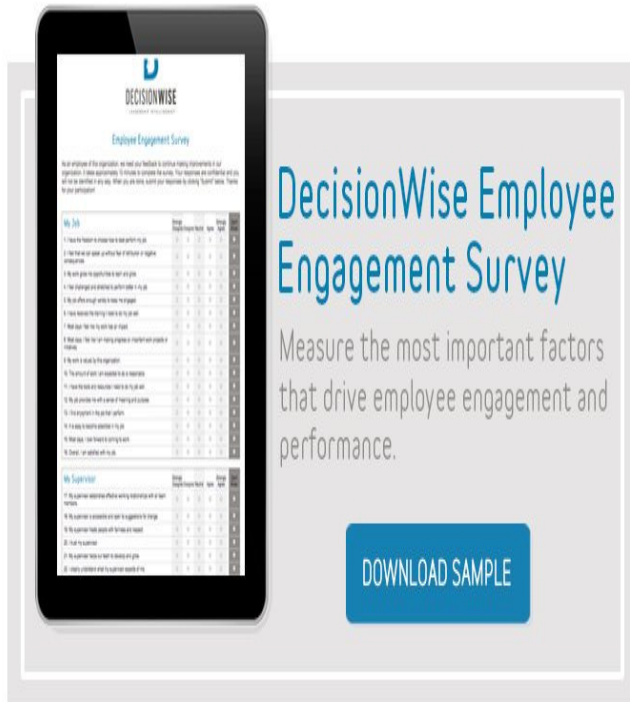
Cost of Disengagement

As if the business metrics that correlate to high levels of employee engagement aren't convincing enough, let's take a look at how much disengaged employees can cost a company. McLean & Company found some very compelling correlations:

- A disengaged employee costs an organization approximately \$3,400 for every \$10,000 in annual salary.
- Disengaged employees cost the American economy up to \$350 billion per year due to lost productivity.

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Bottom line (pun intended): if companies want to bolster productivity and profitability, increase customer loyalty and operating income, and slash attrition and disengagement losses, they have to *engage employees*.



The graphic features a smartphone displaying the DecisionWise Employee Engagement Survey interface. The survey is titled "Employee Engagement Survey" and includes a list of 20 statements for evaluation. The statements are grouped into two sections: "My Job" and "My Supervisor". Each statement is followed by a Likert scale from 1 to 5. To the right of the smartphone, the text reads "DecisionWise Employee Engagement Survey" in a large, blue font, followed by "Measure the most important factors that drive employee engagement and performance." in a smaller, grey font. Below this text is a blue button with the text "DOWNLOAD SAMPLE".

DecisionWise Employee Engagement Survey

Measure the most important factors that drive employee engagement and performance.

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Reese Haydon

Reese is the Marketing Specialist at DecisionWise. His work experience includes functions such as Global Business Services - Employee Experience at Cisco Systems, Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, and Executive Coaching at FranklinCovey.

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We're in the contact-center space where employee disengagement is a huge issue. Customer service reps get fed up with low wages and are overwhelmed by call volume, lack of adequate training and the rigidity of their work schedules. Taking a day off is a major undertaking. They end up quitting. Average attrition in the industry is something like 35%. We're all about empowering them, not just engaging them. Our app enables them to have much greater and very active control of their schedule. After deploying our app, we they feel up to 70% more empowered and engaged. It's amazing what giving people some control over their work life does for their morale. It's clearly good for business, too, given the data presented in this article.

Posted on September 16, 2015 by MSC

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