



Impact of Employee Satisfaction On Your Business



What if

you could know **every day**
how your employees **feel**
during their workday?



Increase engagement

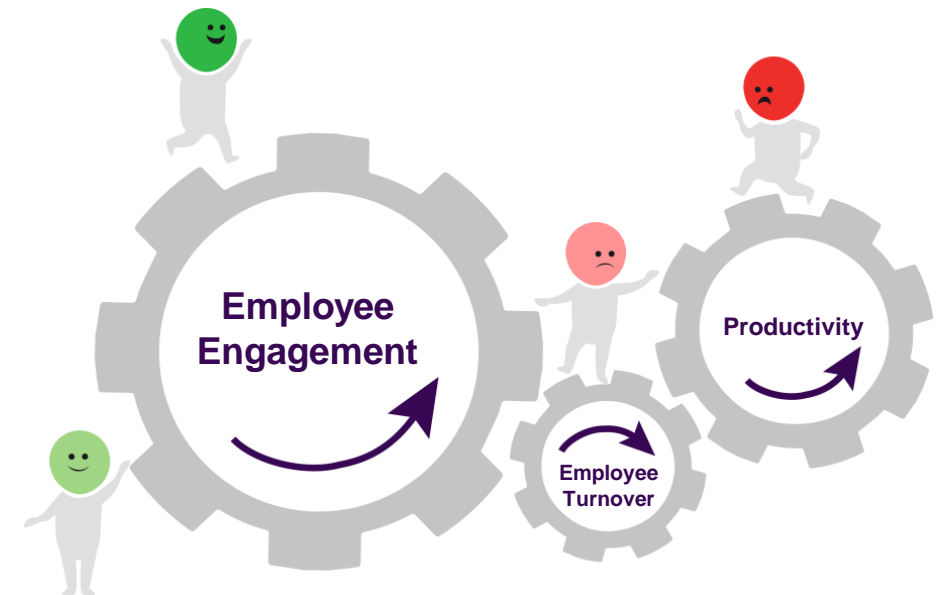
Increase productivity
and performance

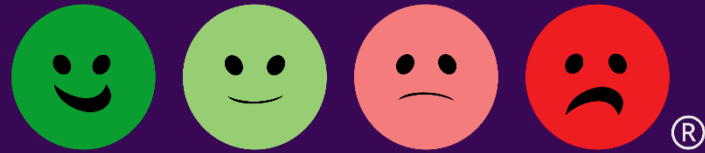
Reduce turnover and
absences

Attract new talents

Positive Effects of Employee Engagement

- **Increased** revenue via improvements in productivity, even during turbulent times
- **Reduced** employee turnover and absences
- **More** satisfied customers
- **Improved** quality, well-being, and work safety
- **Increased** motivation and innovation ideas
- **Better** employer image for attracting new talent

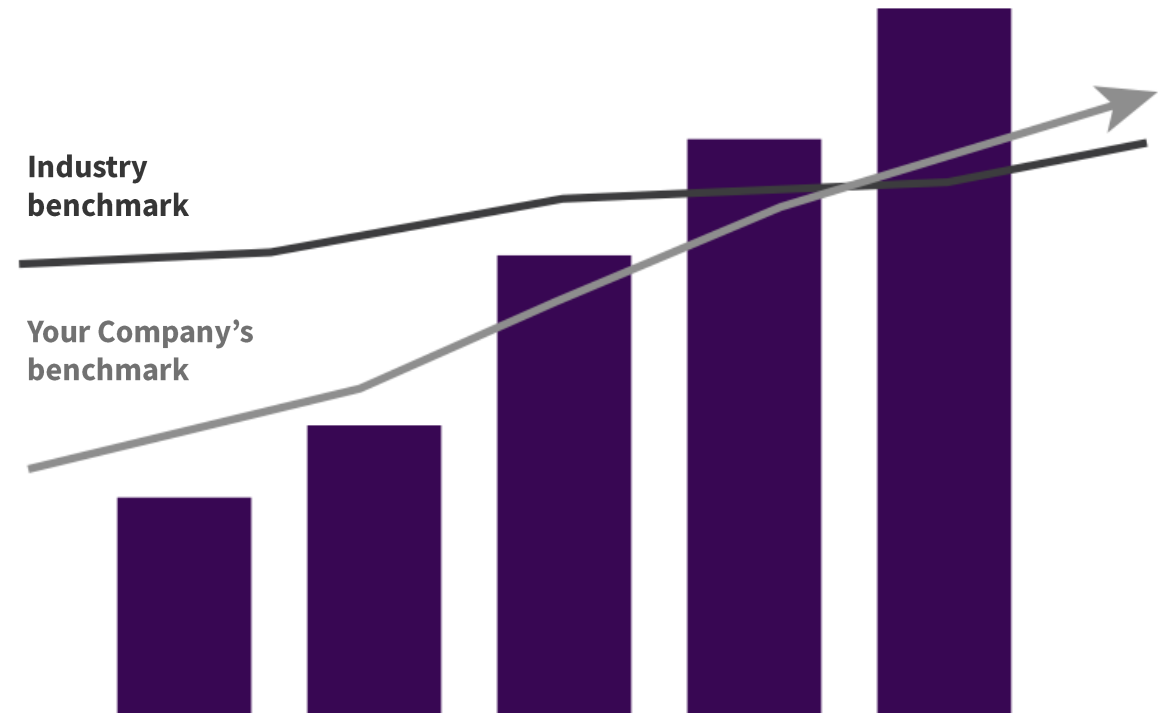




Employee Satisfaction insight data

Global Data Insights

HappyOrNot's **worldwide data insights** and benchmarking provide companies with information to help set targets, improve performance, and surpass the industry's employee satisfaction benchmark level.





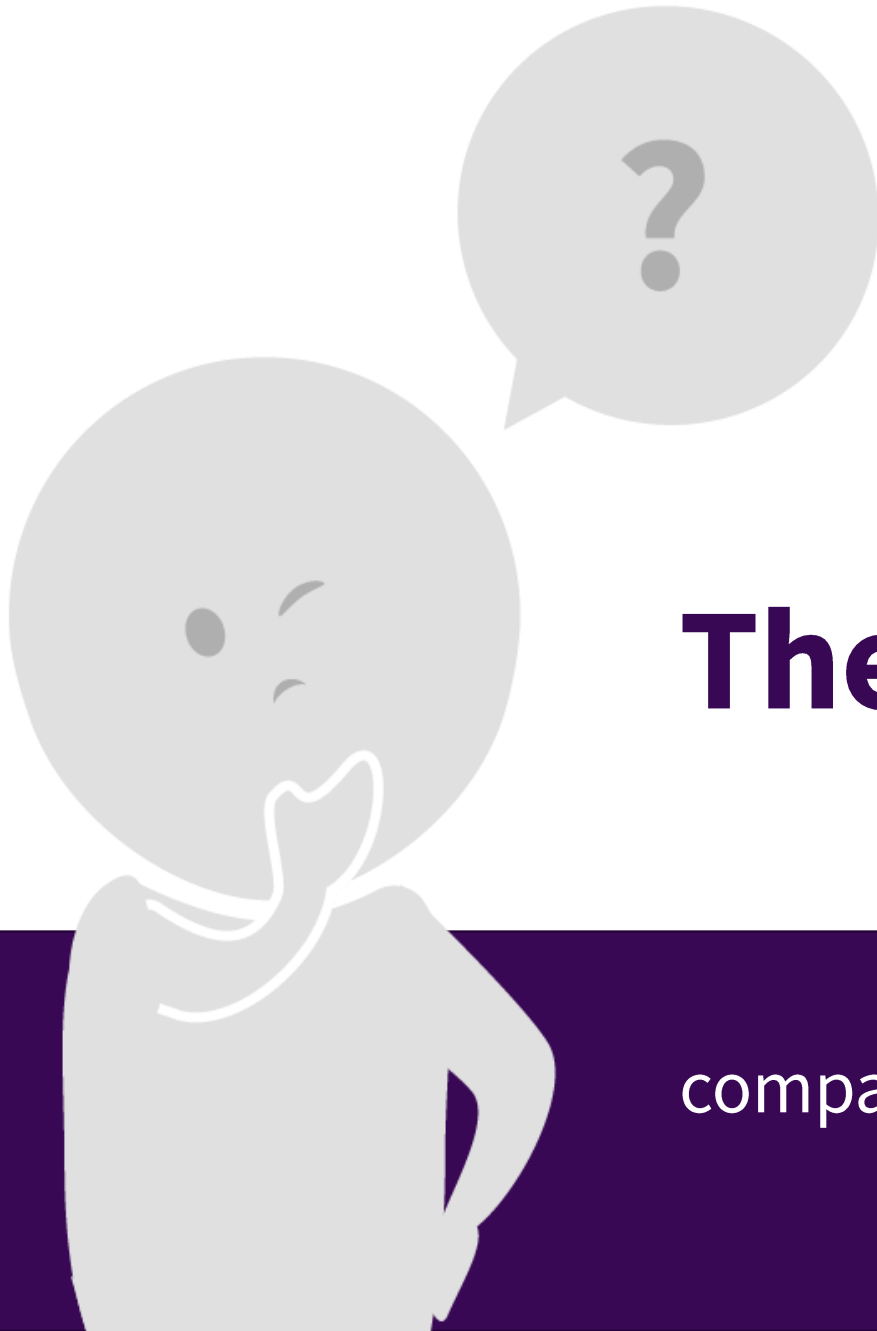
Key HappyOrNot Data Facts:

4,200,000

feedbacks collected in 2016

+500

Companies worldwide



The Top 5 Questions

companies are asking their employees

#1

A white survey kiosk with a large screen and a circular button panel. The screen displays a green speech bubble with the text 'How was your workday today?' and the HappyOrNot logo below it. The button panel has four circular buttons with smiley face icons: two green (happy) and two red (sad).

**How was your
workday today?**

HAPPYORNOT®



HAPPYORNOT®

Measurement focus:

Overall employee satisfaction

Why ask:

To see daily/weekly/monthly trends in happiness as it compares to current operational activities.

What it tells:

Fluctuations during certain times can relate to specific activities which need attention for improved functionality.

#2

**Do you have the needed
resources / support to do
your job well**

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Measurement focus:

Job performance

Why ask:

The ability and support to do your job well correlates to employee happiness and job satisfaction.

What it tells:

Periods or areas of low scores can indicate imminent productivity, motivational, or engagement losses.

#3

**Your motivation
towards your work
today?**

HAPPYORNOT®



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Measurement focus:
Employee engagement

Why ask:
To determine the impact of motivation levels on engagement and productivity.

What it tells:
Low levels of motivation are often linked to dissatisfaction with an element of the job / work life. Knowing when and where the fluctuations occur helps to identify the cause for remedy.

#4

**Please rate the
cafeteria / lounge / IT /
employee services**

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Measurement focus:

Immediate actionable data of workplace services

Why ask:

To know whether or not specific services offered are meeting employee needs / expectations.

What it tells:

Over-performing areas can be examples for those under-performing.

#5

**Do you feel your work
is valued by your
manager?**

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**Measurement focus:**

Culture alignment

Why ask:

Knowing if employees feel appreciated and valued by their supervisors is a key element of employee motivation, loyalty, and happiness.

What it tells:

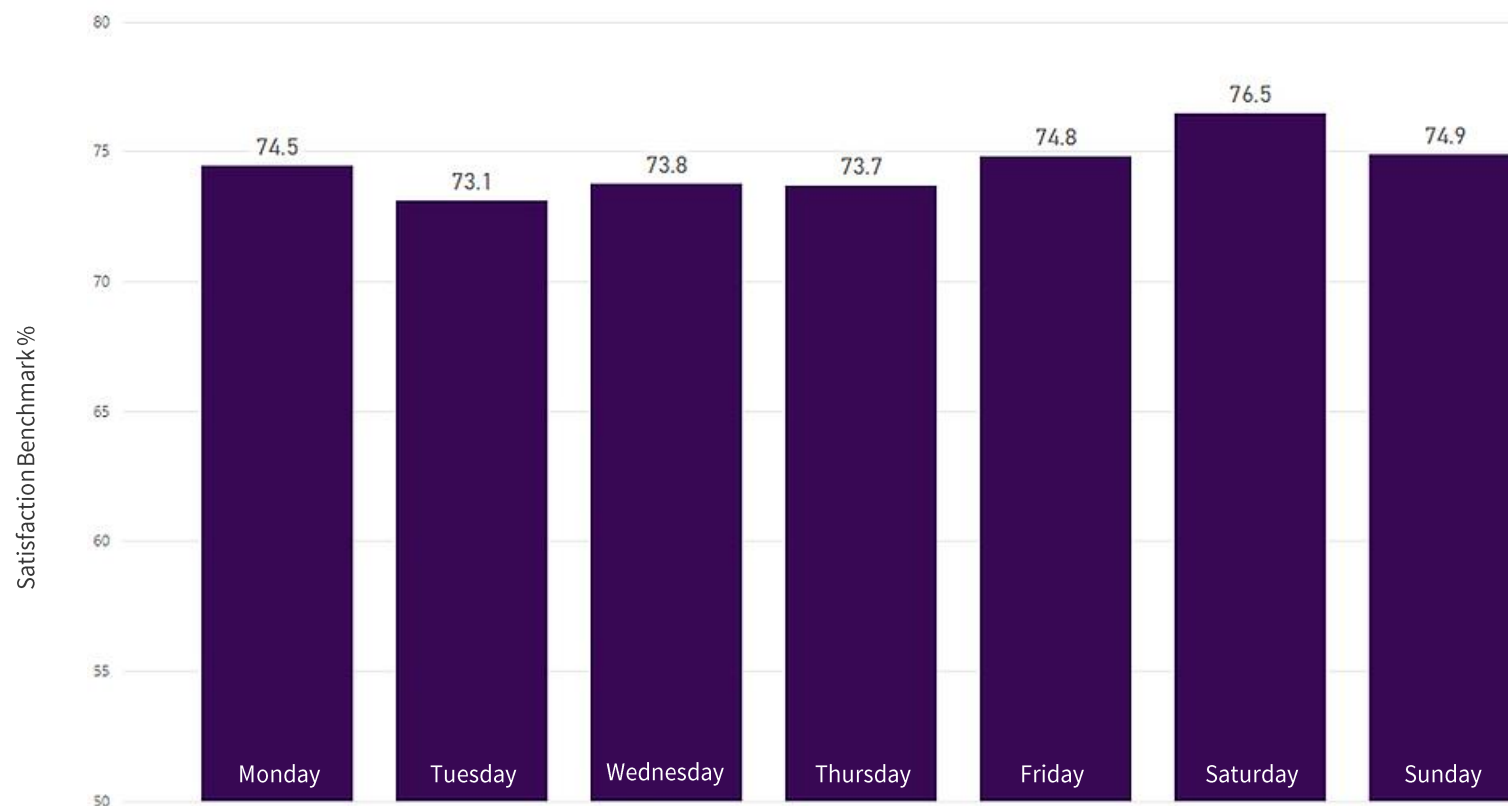
Low scores can indicate poor communication / needs in manager-employee relationship building. High scores can indicate managerial excellence which can serve as an example for other departments.

Employee satisfaction data study:

“How was your workday today?”

2016 HappyOrNot data Over **840,000** employee satisfaction feedbacks analysed Monday to Sunday work week

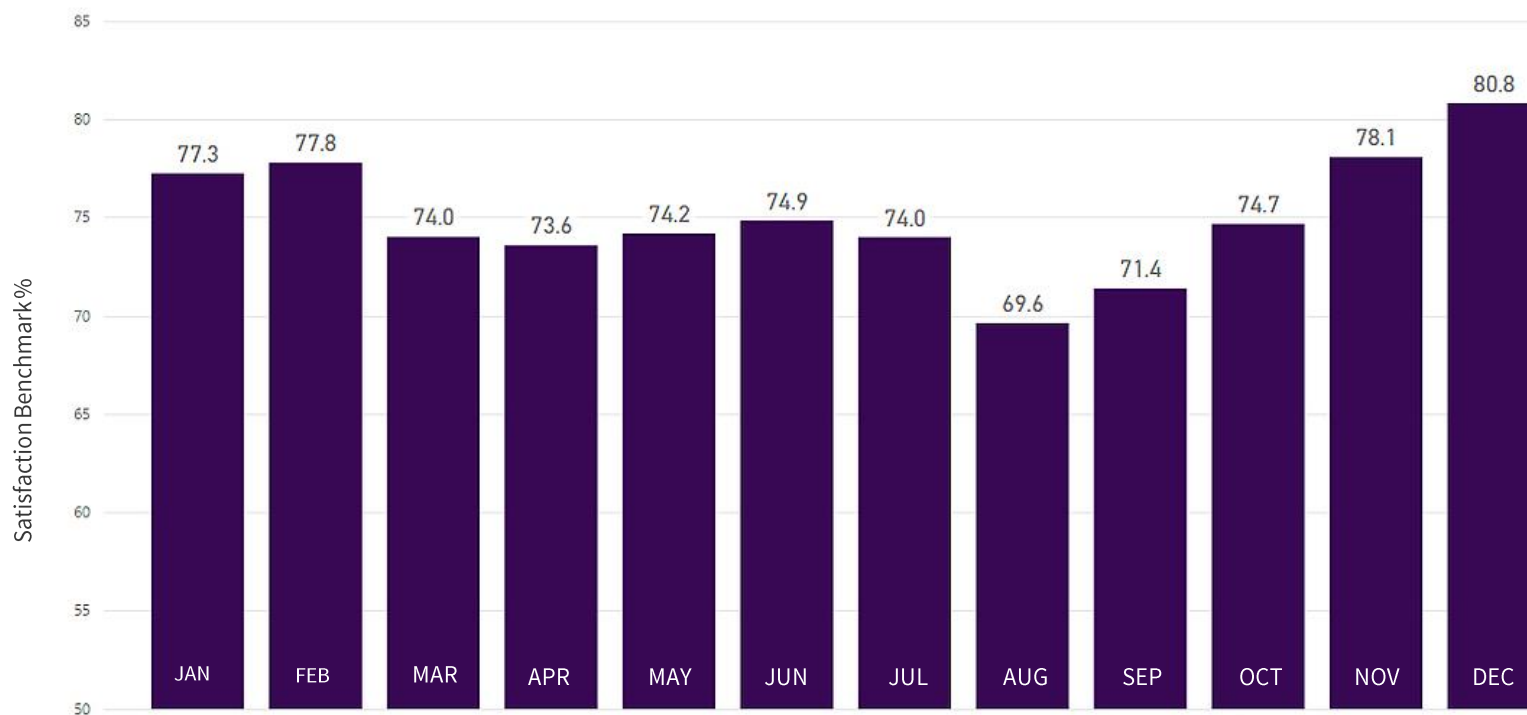
Data insights: Weekly Trend



Our data shows that Saturdays rank highest, while Tuesdays - Thursdays are lowest.

Taking actions to boost motivation and employee happiness during mid-week when satisfaction is lowest will help boost attitudes, engagement, and motivation.

Data insights: Monthly Trend



Our data shows that November and December rank highest.

This time of year, typically associated with the Q4 push to meet year-end targets, is arguably considered the most stressful time a company's fiscal year.

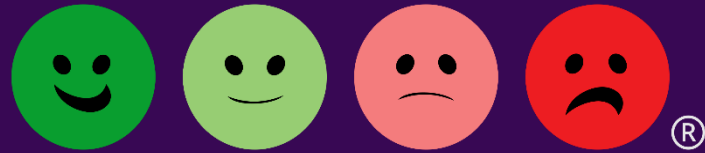
However, the results show do not reflect a decline in employee happiness during this time, indicating that a good level of stress can actually stimulate and motivate employees towards higher job satisfaction.



75.6%

Workday Satisfaction Benchmark 2016

(based on all Happy feedbacks)



2X

Customer case

+10%
improvement in
just two months

IT Company

Using HappyOrNot since 2014 for
employee satisfaction
measurement

Listed as one of the *Great
Places to Work in Europe*

Awarded best workplace in
Finland from 2014 to 2016

VINCIT

Improving Employee Satisfaction

Overall results are shared with employees in company meetings. If a decrease in satisfaction is detected, Vincit opens discussions with employees to determine issues, reasons, and action points.



Vincit weekly results: sample of detected low satisfaction levels

Issue: Vincit noticed decreasing results and immediately involved staff to identify the issue. It was found that one team was experiencing time management challenges and needed more support in project work.

Action taken: time management training was arranged, and cross-departmental communication was improved. Improvements in satisfaction were immediately noticed in the results.

+50%

employee feedback participation rate

Industrial Manufacturing Company

Using HappyOrNot since 2015 to measure and develop employee satisfaction

Smiley Terminals in 3 locations



Collecting continuous employee feedback in a challenging environment

Employee happiness is very important to Ennstal Milch KG, and so management and HR decided to start measuring employee satisfaction as a KPI.

"Through HappyOrNot, each and every employee has the opportunity to anonymously report their feedback about job satisfaction and they are also actively involved to review and improvement process of the job satisfaction."

Elke Stangl, Head of HR Department



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