

FINANCIAL SERVICES FIRM IMPROVES ROI



SITUATION

A leading financial services firm wanted to know how to tie the impact of their recognition program to their business metrics (retention and revenue).

APPROACH

Integrating recognition, HRIS and customer satisfaction data to prove financial impact.

Average turnover rate among:

Branch employees – **5.6%**Employees receiving recognition – **4.8%**Employees receiving no recognition: – **10.3%**

NEW INSIGHTS

Increasing annual spend per employee from \$60 - \$100 to \$120 retained between 250 and 600 employees...

A 10% increase in spend leads to a 0.1% decrease in employee turnover.

2:1 to 4:01 ROI (not including productivity).

WHAT WE KNOW

Cost to Replace an **Average Turnover** Employee ~ Rate 5.6% 1/3 **Annual Salary** Average Turnover **Average Turnover** Rate of Employees Rate of Employees with no with Recognition Recognition 4.8% 10.3%

WHAT WE PROVED

Increasing Spend Decreases Turnover

