

# 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



## WHAT WE PROVED

