

worktango



BEST PRACTICES WHITEPAPER

How to Create a More Engaged Workforce with WorkTango's EX Platform

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Introduction

The rise of Employee Experience (EX) Platforms has shifted the way companies can operate, engage and understand their teams. There are new opportunities to understand employee motivation, measure engagement, align teams, and build culture.

This paper examines the relationship between employee engagement and company performance and discusses how organizations can create successful employee experiences through measurable and meaningful programs and workflows.

The following topics are addressed:

- Why care about employee engagement?
- Initial platform activation
- Employee voice
- Celebrating your team
- Incentivizing engagement
- Rewards dollars and return on investment
- Manager engagement in relationship to team success
- Aligning Goals for better company performance and engagement
- Leveling up company engagement

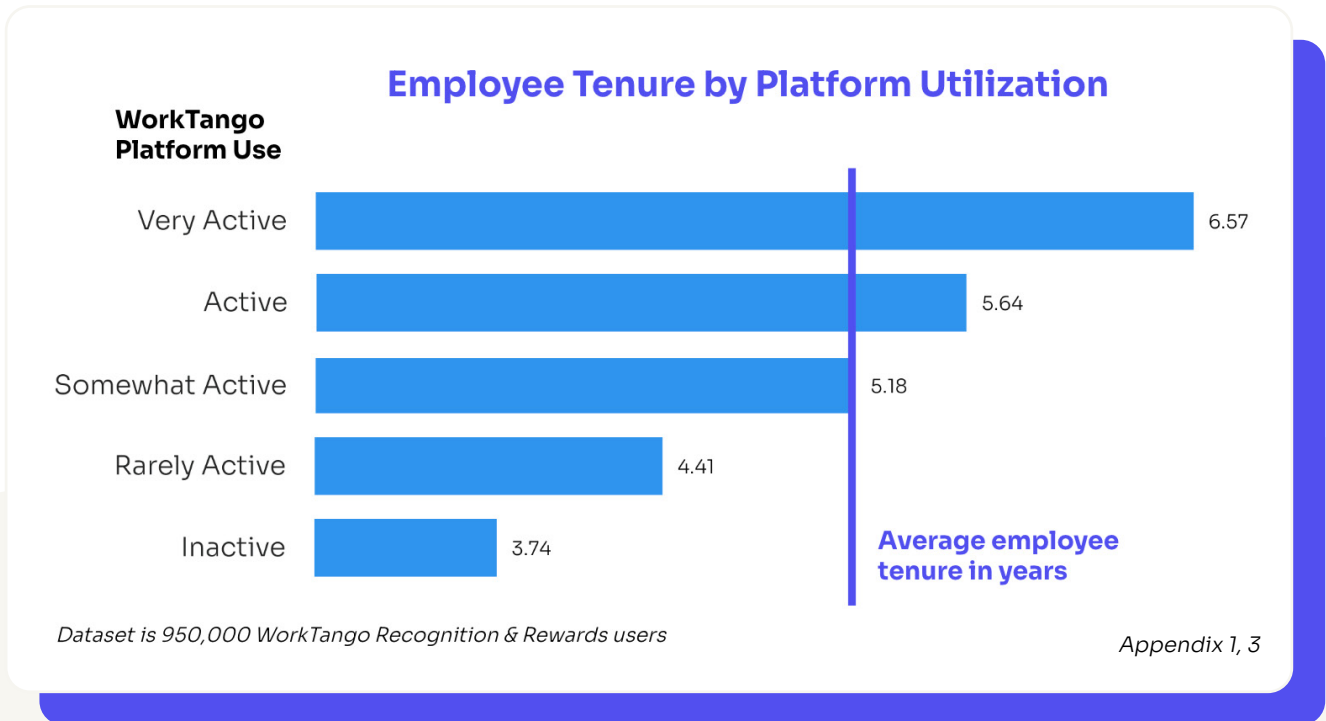
There are significant benefits of employee engagement, such as increased productivity, reduced turnover, improved customer service, increased innovation and improved financial performance of the company.

The WorkTango platform facilitates an understanding of who the most engaged employees are and how to engage with your team further by showing strategies for getting employees excited about the platform, incentivizing engagement, employee listening, and aligning goals for better company performance.

Why Care About Employee Engagement?

Employee engagement can have a number of positive effects on a business that can contribute to a positive return on investment (ROI). Facilitating engaged employees can increase productivity, reduce turnover, improve customer service, drive increased innovation, and ultimately improve the financial performance of the company.

At WorkTango, we have tracked engagement within our Recognition & Rewards platform across 950,000 users, and have mapped that directly to employee tenure within their companies. **The employees most engaged with our platform see a 2.8 year increase in average tenure over their inactive team members.**



The employees most engaged with the WorkTango platform see a **2.8 year increase in average tenure** over their inactive team members.

The Employee Experience Platform helps to identify the employees who are most engaged. Increased tenure brings significant benefits for your team in terms of ROI. Engaged employees are more likely to be satisfied with their jobs and committed to the organization. This can be beneficial for a number of reasons:

1. REDUCED TURNOVER COST

The cost of losing an employee can be substantial, with estimates ranging from 50–200% of the employee’s annual salary, depending on the role and seniority.¹⁶ By retaining engaged employees, a company can save money on the costs associated with recruiting, hiring, and training new staff.

2. GREATER INSTITUTIONAL KNOWLEDGE

Longer tenure can lead to an accumulation of knowledge and experience within the organization. Engaged employees who stay with a company for a longer period of time can become valuable sources of institutional knowledge and expertise, which can be beneficial to the company.

3. IMPROVED TEAMWORK AND COLLABORATION

Engaged employees who have been with a company for a longer period of time may have stronger relationships with their coworkers and be more attuned to the company’s culture and values. This can lead to improved teamwork and collaboration within the organization.

4. INCREASED MORALE

Seeing coworkers leave can be demoralizing for remaining staff, especially if the departures are frequent. Retaining engaged employees can help improve morale and create a more positive work environment.

23%

of HR professionals say employee engagement is high on a 10 point scale

Appendix 4

75%

of HR professionals say only 60% or less on their employees are highly engaged

Appendix 4

62%

of HR professionals view employee engagement as a crucial concern at the top of their priorities

Appendix 4

The big question is, how do you do it?

How do you drive and maintain employee engagement in a way that is going to create the biggest impact on your team, and culture within your organization?

Maximize Your Initial Platform Activation

Once employees are activated in the system, driving them to perform an action can help establish a habit. Consistent platform usage builds routines, and when users are confident and comfortable using a product they are more likely to continue using it.

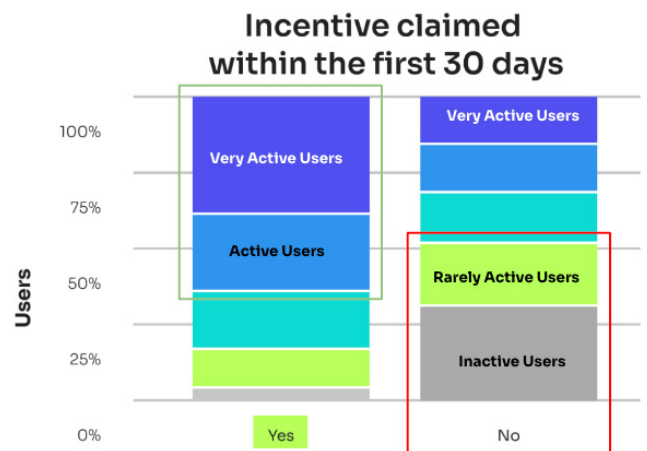
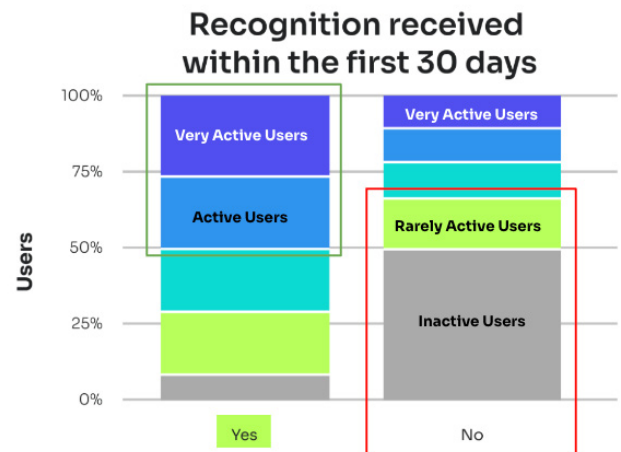
Facilitating a successful launch of your EX Platform creates long term success for the usage of the system. **Users that receive recognition within the first 30 days of being on the platform end up ranking in the top 50% most engaged employees for Recognition activities. Comparatively, 66% of users who were not recognized in their first month end up being rarely active or not active in the platform at all.** A company's launch strategy needs to be carefully thought out to drive maximum initial enrollment. Your HR team is likely in charge of implementation, and for a launch to be successful, the team needs to HYPE the platform up with the right pre-launch activities.

Manager enablement drives team enablement (more on this later!). Onboard your managers first. Excite and empower them to celebrate their teams, cascade and align goals, and share the actionable insights they'll receive from surveys and strong active listening enabling them to identify themes and focus areas to better support their teams.

Impact of Immediate Recognition & Usage on Future Platform Utilization

- Employee Lifetime Usage of WorkTango Recognition & Rewards platform**
- Very Active
 - Active
 - Somewhat active
 - Rarely active
 - Inactive

Dataset is 950,000 WorkTango Recognition & Rewards users



Appendix 5, 6

You can promote adoption of the Employee Experience platform internally by including it in your organization's overall strategy and conversations. Whether you are starting a new initiative, program, or improving an existing workflow, you can use the employee engagement platform to your advantage.

- **Starting a new initiative on Learning & Development**
How can we use the platform to increase participation?
- **Implementing Individual Development Plans**
How does the platform drive adoption?
- **Acquired a company and have a rollout plan**
How can we use the platform to help teams understand their role?
- **Supporting a charity or community event**
How can we use the platform to drive support?

In this way the platform becomes the foundation for your company and team's key initiatives and results can be measured through all three solutions to track progress, employee sentiment, and gain valuable insights needed to continuously improve.



Listen to Your Employees



“Organizations that actively listen to employees, hear what they are saying, and act accordingly are **12x more likely** to engage and retain employees.”

Josh Bersin, Elevating Equity: The Real Story of Diversity and Inclusion (20)

Surveys are a valuable tool for engaging employees and improving overall workplace satisfaction. They allow companies to turn insights into action across the entire employee lifecycle. The anonymous nature of surveys helps employees feel heard and understood, and can help improve job engagement, satisfaction and retention.

The data and insights derived from surveys help companies make proactive decisions and hold management and employees engaged within the organization. According to a study on employee disengagement, **it can cost the US economy as much as \$350 billion every year in lost productivity, accidents and turnover. In the same study on an individual company level, companies can see a loss of at least \$2,246 per disengaged employee annually.**¹⁷ The WorkTango Employee Experience Platform guides companies to success with the following initiatives by using accessible, confidential, and easy to use surveys:

- **DE&I** — Measure Diversity, Equity, & Inclusion, and then leverage that data to develop initiatives to inspire behavioral change.
- **Employee Sentiment** — Understand the end-to-end employee experience by identifying key high-potential and problem areas within your teams.
- **Employee Wellness** — Measure overall wellness to understand gaps and opportunities. Leverage data to develop new initiatives and programs.

The results of all surveys can be measured, analyzed, and tracked over time. Predictive analytics support suggested actions specific to each leader from the results of their team. These recommended actions can be added to Action Plans for accountability. All of which has helped **Rexall see a 34% increase in their employee engagement since the start of using the WorkTango platform with an active listening leadership strategy.**¹⁸

pizza pizza + worktango

+46 Point increase
of eNPS score

and provided a foundation for meaningful
employee voice with effective Employee Surveys.

Rexall + worktango

+245%

Increased eNPS score

+34%

Increase in employee
engagement score

with an active listening strategy
and leadership enablement.

Recognize & Reward Your Team

WorkTango's Recognition platform amplifies and incentivizes key values and behaviors. Social Recognition, Incentives, and Rewards that strengthen company culture, create better alignment, and help employees feel more appreciated and engaged. This public and transparent sharing passes on polite thank yous, shares teamwork, and puts company's core values on display.

Recognizing and celebrating your team can have a number of positive impacts on overall company and individual employee engagement. One of the main benefits is increased motivation. When team members feel that their hard work is being recognized and valued, they are more likely to be motivated to continue putting in effort and strive to achieve more. This can lead to higher job satisfaction, which in turn can increase employee engagement and reduce turnover.

Another benefit of recognizing and celebrating your team is improved morale. Recognition and celebration can help to boost morale and create a positive and energized work environment. This can lead to increased productivity, as team members feel valued and appreciated, they are more likely to be productive and engaged in their work. Recognizing and celebrating team members can also help to build stronger relationships and improve communication within the team. Additionally, it can foster a sense of belonging and community, **as it makes team members feel more connected to the company and their colleagues.**

59%

higher platform engagement for employees that are recognized within their first 30 days of employment

Appendix 5

30%

of new hires who left a job within the first six months said being recognized more for their contributions could have helped them stay longer

Appendix 7

23%

higher profitability for companies that are in the top quartile of employee engagement

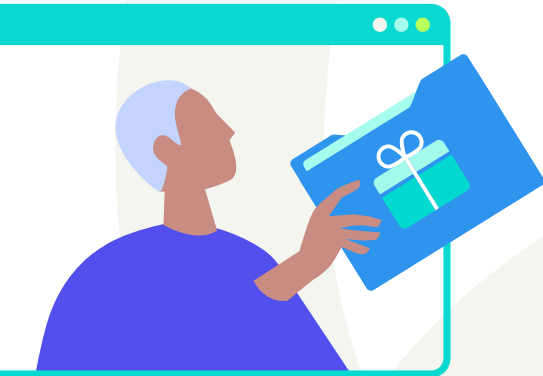
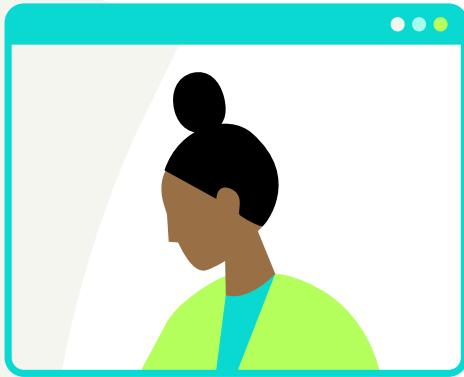
Appendix 8



Incentivize, Incentivize, Incentivize

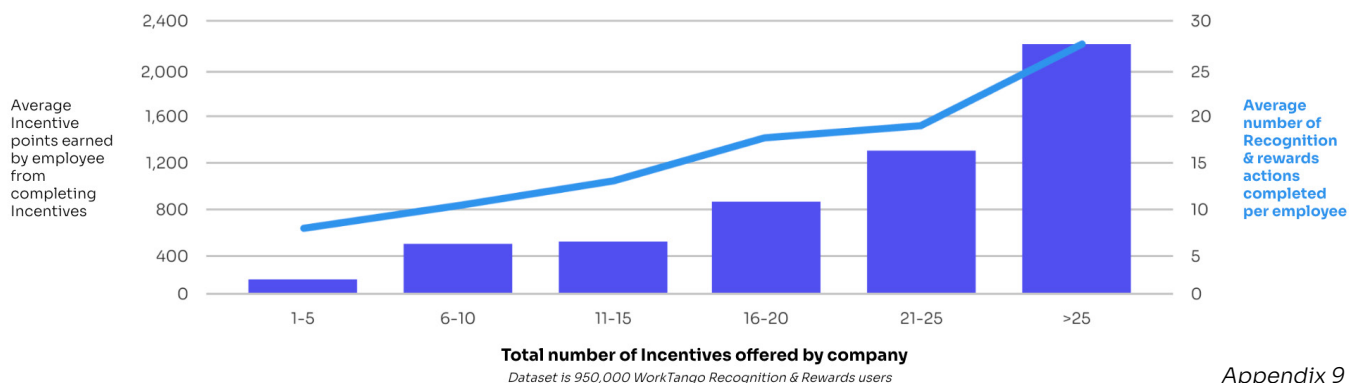
We see a direct correlation between the number of Incentives available to employees and their total engagement in the platform. **There is an 83% boost in engagement for companies that offer 25+ Incentives compared to companies offering five or less.**

Providing multiple Incentives can drive engagement by giving employees different ways to earn Recognition & Rewards. This is like pouring gasoline on a fire within your EX platform. Offering a range of Incentives allows employees to choose activities that are meaningful to them, which can increase their sense of autonomy and ownership and drive more behaviors that are good for employees and good for the business. Our customers have used employee Incentives to reward and drive their team's priorities, culture and performance.



- VMYLR used Incentives for completing a Check-In and giving Feedback to help drive more engagement and knowledge about what the platform can do and saw a 15% increase in YoY platform engagement.
- Elderwood used Incentives to encourage COVID-19 vaccination.
- 2U tracked 12,000 Health and Wellness Actions through Incentive redemptions.

User Recognition & Rewards Platform Engagement by Incentive Points Earned



Appendix 9

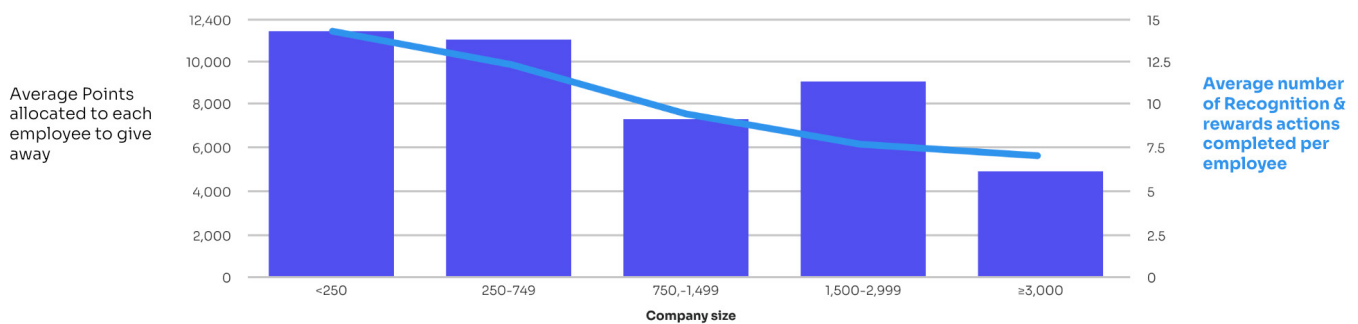
Maximize Engagement with Generous Point Allocations

Rewarding employees can be an effective way to drive engagement in the workplace. When employees feel valued and recognized for their contributions, they are more likely to be motivated to put in additional effort and perform at their best. This can lead to increased productivity, higher levels of job satisfaction, and a positive work culture. Combining Recognition and Incentives directly with Rewards creates a methodology that ensures the reward is both timely, and meaningful. When tied to Goals & Feedback, it becomes about specific measurable achievements within the workplace.

We see correlation between the amount of rewards an employee has to give in the platform tied directly to total platform engagement. **Companies spending more per individual employee on their rewards experience are seeing that lead to higher engagement metrics.**

Companies that consolidated their employee rewards spend realized an **average savings of 15–20%** on their rewards budget.¹⁹

Impact of Number of Allocated Points Per Employee on Platform Engagement



Dataset is 950,000 WorkTango Recognition & Rewards users

Appendix 10

Smaller companies are on average giving individual employees more points to spend, and their team members are in return getting a higher rewards monetary value from the platform. **The increased cost is offset by an almost 2x engagement rate compared to companies with ≥3,000 employees.**¹⁰

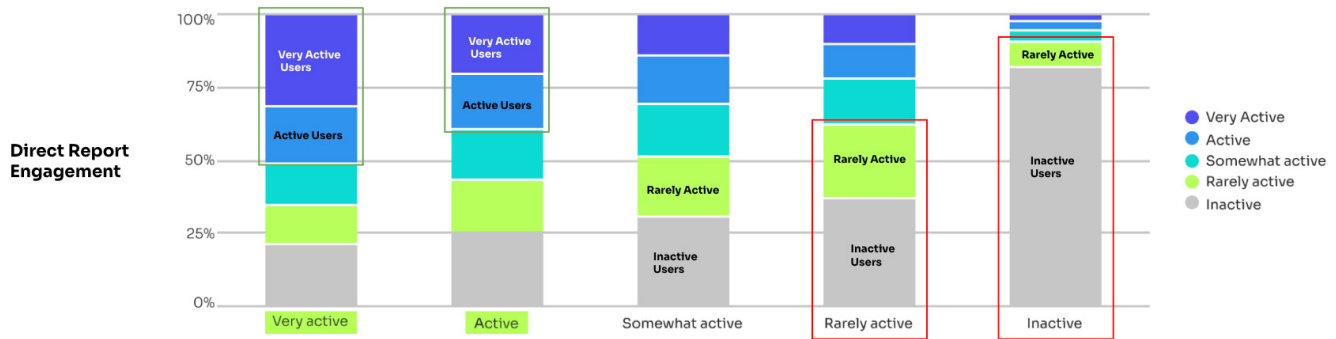
Drive Employee Engagement with Manager Engagement

Great managers inspire and engage their teams by setting a clear vision and direction for the team, communicating effectively and regularly, providing opportunities for growth and development, recognizing and rewarding good work, and leading by example.

An EX Platform is a great tool to enable managers to lead by example and support the success and growth of their teams. Our data points show a direct correlation in manager platform engagement to their team's engagement. **Very active managers have direct reports that rank in the top 50% for Recognition engagement compared to inactive managers whose reports are 91% rarely active or inactive in the platform.**^{1,13} The same patterns are closely mirrored in Goals & Feedback engagement with even less engagement when managers are inactive.



Impact of Manager Platform Utilization on Company Platform Utilization



Manager Usage of WorkTango Platform
Dataset is 950,000 WorkTango Recognition & Rewards users

Appendix 1, 13

Align Departmental & Individual Goals with Company Goals

There are several benefits that companies gain when their goals are aligned throughout the organization:



INCREASED PRODUCTIVITY

When everyone in the organization is working towards the same goals, it can lead to increased productivity as individuals and teams are able to focus their efforts on the tasks that will have the greatest impact on the company's success.



IMPROVED DECISION-MAKING

Aligned goals enable employees to make better decisions because they have a clear understanding of what the company is trying to achieve. This can help to eliminate confusion and reduce the risk of employees making decisions that are not aligned with the company's overall objectives.



ENHANCED COLLABORATION

Aligned goals foster a sense of shared purpose within the organization, which can lead to increased collaboration and teamwork. This can be especially important in a virtual work environment, where teams may be geographically dispersed.



GREATER CUSTOMER SATISFACTION

When everyone in the organization is working towards the same goals, it can lead to a more cohesive and consistent experience for customers. This can help to build customer loyalty and improve overall customer satisfaction.



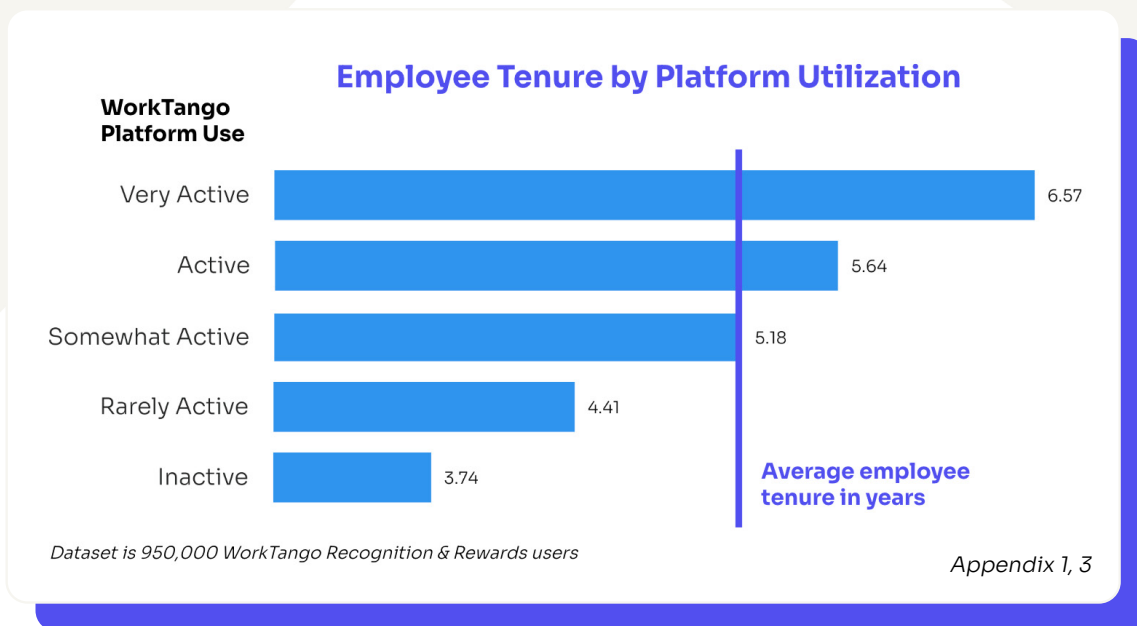
HIGHER EMPLOYEE ENGAGEMENT

Employees who feel that their work is meaningful and aligned with the company's goals are more likely to be engaged and motivated. This can lead to higher levels of job satisfaction and a more positive work environment.

Conclusion

The cost of losing a Millennial employee can range from \$15,000 to \$25,000, according to Julie Kantnor, President and CEO of Twomentor, LLC. However, a study by the Society for Human Resource Management found that the cost could actually be higher, as employers may need to spend six to nine months of the employee's salary to find and train a replacement. For example, if an employee making \$60,000 per year were to leave, the company could face costs of \$30,000 to \$45,000 to hire and train a replacement. The Center for America Progress conducted a study that found the cost of losing an employee could be even higher, ranging from 16% of their salary for hourly, unsalaried employees to 213% of their salary for highly trained positions.¹⁵

WorkTango's platform data shows a correlation between engagement in our EX Platform, and employee tenure. We have also provided key metrics on how effective program management, and manager enablement can produce increased engagement in teams.



Considering the high cost of turnover to companies, having an Employee Experience Platform is a key asset in understanding who your most engaged employees are, as well as providing tools and methodologies that will help all employees continue to engage at a higher level.

About WorkTango

WorkTango revolutionizes how the world's most forward-thinking companies engage and inspire their people. We offer **the only holistic Employee Experience Platform built for the modern workplace** that enables meaningful recognition and rewards, offers actionable insights through employee surveys, and supports alignment through goal setting and feedback.

We built WorkTango to help customers create the workplace we all want to be a part of — where priorities become clear, achievements are celebrated, and employees have a voice.

worktango.com

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Appendix

- 1 R&R Engagement Activity: For each customer using our platform we review how many of the following actions occur in the platform: Recognitions sent, Recognitions received, High Fives sent, comments sent, Incentives claimed, rewards redeemed. Employees with zero system engagement receive are put into a 'Not Active' group. The remaining employees have their activity totaled and are split into quartile groups based on their actions. Very Active (100-76% activity), Active(75-51% activity), Somewhat Active (50-26% activity), and Rarely Active (25-1% activity). We then compiled these groupings across all customers employees for the 2022 calendar year.
- 2 G&F Engagement Activity: For each customer using our platform we review how many of the following actions occur in the platform: Goals created, Goal updates, Goal closures, Check-in subject submissions, Check-in subject finalizations, Feedback requested, Feedback responses, Feedback given, Sync-Ups organized. Employees with zero system engagement receive are put into a 'Not Active' group. The remaining employees have their activity totaled and are split into quartile groups based on their actions. Very Active (100-76% activity), Active(75-51% activity), Somewhat Active (50-26% activity), and Rarely Active (25-1% activity).
- 3 Tenure: Tenure captured across all customers and their employees that have the "Start date" field enabled. Tenure ends when an employee is archived in the system. Time is measured between start date and archive date. If employees are still active, tenure is captured as their current total time of employment. This is then broken out by the individuals R&R Engagement Activity (Appendix 1).
- 4 <https://www.worktango.com/wp-content/uploads/2022/12/WorkTango-Future-of-Employee-Engagement-2023-Research-Report.pdf>
- 5 For each user we queried if the user received Recognition within their first 30 days of being activated in the platform and compared the results to their R&R Engagement Activity score (Appendix 1).
- 6 For each user we queried if the user claimed an Incentive within their first 30 days of being activated in the platform and compared the results to their R&R Engagement Activity score (Appendix 1).
- 7 <https://www.indeed.com/hire/c/info/employee-recognition-examples?co=US>
- 8 <https://www.gallup.com/workplace/285674/improve-employee-engagement-workplace.aspx>
- 9 For each customer using our platform that have had Incentives enabled at some point we broke them into the following segments based on the number of Incentives they offered throughout 2022. 0, 1-5, 6-10, 11-15, 16-20, 21-25, >25. Based on those groupings we averaged the number of Incentives points earned per employee. Using the same grouping we also looked at the average number of total R&R actions per employee.
- 10 For each customer using our platform using giving points we grouped them by total number of employees, and then averaged the giving points per employee. The same grouping was applied to the average actions per employee.
- 11 For each customer using our platform using giving points we grouped them by total number of employees, and then averaged the points spent per employee.

Appendix Continued

- 12 For each customer using our platform using giving points we grouped them by total number of employees, and then averaged the cost per employee.
- 13 We took Recognition and Rewards Engagement activity (appendix 1) and grouped employee engagement by their direct manager's engagement.
- 14 We took Goals and Feedback Engagement activity (appendix 2) and grouped employee engagement by their direct manager's engagement.
- 15 <https://hrshrm.shrm.org/blog/2017/10/essential-elements-employee-retention>
- 16 <https://www.google.com/url?q=https://www.gallup.com/workplace/247391/fixable-problem-costs-businesses-trillion.aspx%23~:text%3DThe%2520cost%2520of%2520replacing%2520an,to%2520%25242.6%2520million%2520per%2520year&sa=D&source=docs&ust=1675990071781826&usg=AOvVaw3RYOIWnOck-A9iF-3tbhf1>
- 17 <https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx?thank-you-report-form=1>
- 18 Case Study: Rexall Discovers Endless Survey & Insights Possibilities by WorkTango 2022
- 19 Incentive Research Foundation
- 20 https://joshbersin.com/wp-content/uploads/2021/04/202102-DEI-Report_Final_V2.pdf