

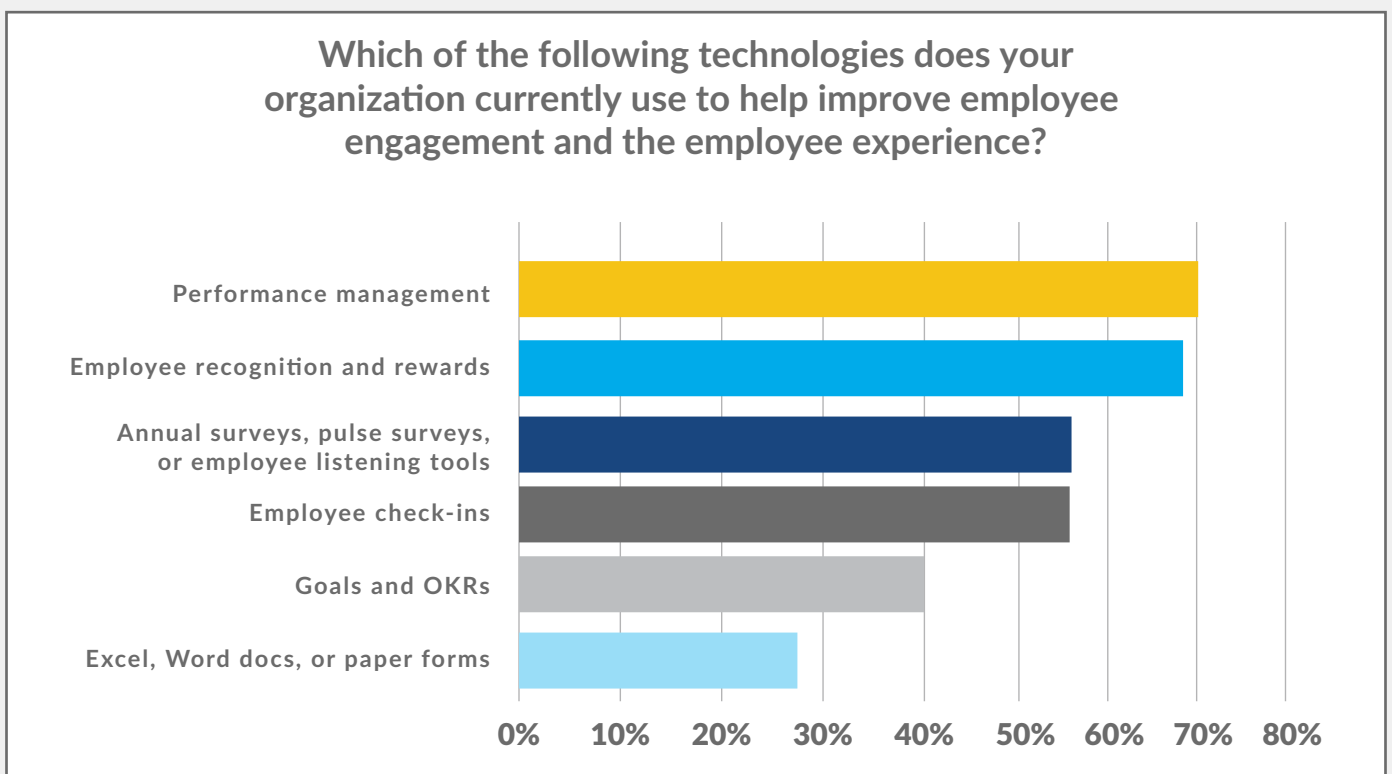
Maximizing ROI in the Modern Workplace: How Employee Experience Technology Drives Business Performance

INTRODUCTION

Today's HR leadership utilizes a data-driven approach to measure Employee Experience ROI, leveraging key metrics and analytics to quantify the impact of investments in employee well-being and engagement. By focusing on the tangible outcomes and benefits of enhancing the employee experience, HR leaders can make informed decisions and drive strategic initiatives aligning with broader organizational goals. These truths align with the Lighthouse Research & Advisory 2024 Performance, Engagement, and Culture Enablement Study findings of 1,077 employers.

Highlighting the Value of Performance Management Practices

What are the top technologies companies are using for employee experience?



DID YOU KNOW?

90% OF EMPLOYERS said knowing which employees are engaged is an important indicator, especially in an uncertain economic climate.

Maximizing Returns on Employee Experience Technology Investments

Investing in employee experience technology creates a natural, measurable impact.



We call this Return on Workforce because the value is created when employees perform better and stay longer than their disengaged peers.



TIMING AND VALUE

7 IN 10 PEOPLE LEADERS say that their executive team expects to hear about the impact of investments in employee experience technology within the first six months



3 Takeaways on the ROI of Employee Experience

1		IT DOESN'T TAKE A MASSIVE INVESTMENT. 2 in 3 companies that invested less than \$10,000 saw benefits of \$10,000-\$50,000 and more.
2		ROI RANGES. Some companies see moderate ROI, but others see significantly more. About 40-50% of companies saw payback in a range similar to what they invested. Another 35-45% saw outsized, positive results of 2x, 3x, or even higher ROI.
3		INVESTMENT IN EX SCALES UP. 81% of those companies that invested up to \$100,000 into their employee engagement programs saw more than \$100,000 in benefit.

CONCLUSION

Creating a highly engaged workforce is more than a "nice to have." In today's business environment, an engaged and committed team is a competitive advantage, creating value not only through their individual work but also a return on investment for the organization.

ABOUT THE RESEARCH

The Lighthouse Research & Advisory 2024 Performance, Engagement, and Culture Enablement studies were gathered via online surveys in Q3 and Q4 2023 from 1,077 global employers and 1,000 currently employed workers.