



3 Key Data Points

THE IMMEDIATE AND LONG-TERM ROI
OF SOCIAL RECOGNITION

workhuman*



In good times and bad, Social Recognition and gratitude lift and binds us in a way no other business practice can.



ERIC MOSLEY
Workhuman CEO

Data analytics is an exciting area of opportunity for HR and business leaders to show both the human and bottom-line business impact of their people strategies. And when it comes to the treasure trove of insights that can be gleaned from a Social Recognition® program, organizations are seeing both immediate and long-term ROI.

This bulletin gives you a deeper dive into three data points uncovered by Workhuman® iQ that show how a robust Social Recognition program enhances productivity, safety, and patient satisfaction. Ultimately, the data tells a rich and compelling story about the power of recognition in building a culture of resilience and connection.

ROI DATA POINT 1

Employee productivity



Compared to other companies,
Workhuman customers show:

↑ **\$1,737**

average increase in
productivity per employee

↑ **\$26m**

benefit for a 15,000-person
organization

More = more

Our customers that invest 10% more per employee in a recognition program show an **average high productivity of \$3,900 per employee**. For a 15,000-person organization, this equates to an annual benefit of \$58 million compared to industry peers.



How do we know?

This data point is based on a longitudinal study by Human Capital Management Institute (HCMI), an objective third-party business analytics company that helps its clients analyze the impact of their services. Here, productivity is defined as the output of the employee base minus the cost for that employee base. HCMI specifically compared productivity before a Workhuman® customer launched its Social Recognition program and the productivity for the same amount of time after launch. What's more, they found that our customers which invest 10% more per employee in a recognition program show an average high productivity of \$3,900 per employee. For a 15,000-person organization, this equates to an annual benefit of \$58 million compared to industry peers.

Why does this matter?

Employee productivity is a metric any business leader can get behind. But it's especially eye-catching for CFOs, as productive employees drive greater revenue. These hard numbers are also helpful for anyone looking to make the business case for a fully funded, peer-to-peer recognition program. Compared to the millions of dollars companies spend in other areas of compensation, such as merit increases and spot bonuses, recognition clearly pays for itself in spades.

ROI DATA POINT 2

Employee safety



↓ 82%

lower recordable injury rate
for plants with strong cultures
of social recognition

How do we know?

This data point is based on a case study of a global manufacturing customer. When we examined five plants with the strongest safety recognition cultures (as measured by the proportion of employees who received a safety award), we found the plants with the highest usage of the safety award saw a total recordable injury rate (TRIR) that was 82% lower than the plants with the lowest safety award usage.

Why does this matter?

In cases like these, social recognition might have literally saved lives. When employees receive awards relating to safety, the actions that led to that safety moment are reinforced and the visibility of a recognition moment (on a public newsfeed) shows the recipient's co-workers what good safety behaviors look like. Beyond saving lives, a lower TRIR also saves an organization millions of dollars in the long run. According to the National Safety Council, work injuries cost a total of \$171 billion. That figure includes wage and productivity losses, medical expenses, and employers' uninsured costs.

ROI DATA POINT 3

Client satisfaction

↑ 2-3

higher percentage points
in Press Ganey inpatient
satisfaction scores for
stronger recognition cultures



How do we know?

This data point is based on a case study of a large healthcare system. It applies to both large (14 business units of at least 80 associates) and small (46 business units with less than 80 associates) divisions within the organization. In this case, a strong social recognition culture is defined as one where a large proportion of employees have given or received recognition. The 2-3 percentage point difference in Press Ganey inpatient satisfaction scores was calculated by comparing scores from the 12 months prior to the launch of the social recognition program with the 12 months following the launch of the program.

Why does this matter?

Patient satisfaction is directly correlated with a healthcare organization's profitability. Healthcare workers who give and receive recognition on a regular basis are more likely to be engaged on the job. They share that goodwill with their patients, driving a more positive customer experience, and ultimately, those higher satisfaction scores.

What's next?

Each of these findings on productivity, safety, and patient satisfaction were brought to life based on data that is completely unique to Workhuman Cloud®. The more moments of connection generated within a Social Recognition program, the more insights you can glean about the health and resiliency of your culture. And during a time when every HR and business leader is looking for efficient and effective ways to lift morale and connection, this type of data is a gold mine.



To learn how you can use data to make a business case for Social Recognition, contact Workhuman today.

+1 888.743.6723 | workhuman.com
Or read more on our blog: workhuman.com/resources