

workhuman*

What's the Real ROI of Social Recognition?

UNPARALLELED RESULTS FOR YOUR
WORKFORCE – AND YOUR BOTTOM LINE





When we examined the words expressed in recognition messages on our platform over 12 months, we found one word used more than any other (besides “work” and “thanks,” that is). That word was: **support**.

Recognition is about acknowledging achievements and milestones, yes, but it is also about acknowledging the way we show up for one another, day after day. And how can you quantify something like the impact of gratitude, collaboration, and humanity in the workplace?

Our team of psychologists, data scientists, researchers, linguists, and engineers have dug into just that. We developed Human Intelligence™ so clients can uncover insights from their own recognition data and see the influence of gratitude firsthand. And as the #1 provider of employee recognition software, we’ve built a track record of demonstrating the ROI of recognition to leaders of the world’s most iconic and admired companies for more than 25 years.

In fact, the transformative power of recognition – and its ability to drive engagement, productivity, and retention – is so strong that we back up our Social Recognition® platform with the HR industry’s only ROI guarantee.

Our clients tout their own results:



5x

lower likelihood for
recognized new hires to
leave in their first year.



54%

of employees increased
their performance rating
after receiving 3+ awards.



79%

of employees say
recognition makes them
feel their work is valued.

Sources: Click each customer logo to view the related case study

When recognition is done right, it can drive unparalleled results for your employees and your bottom line. Let’s jump in.

How recognition can impact your workforce

ONE

Drive performance.

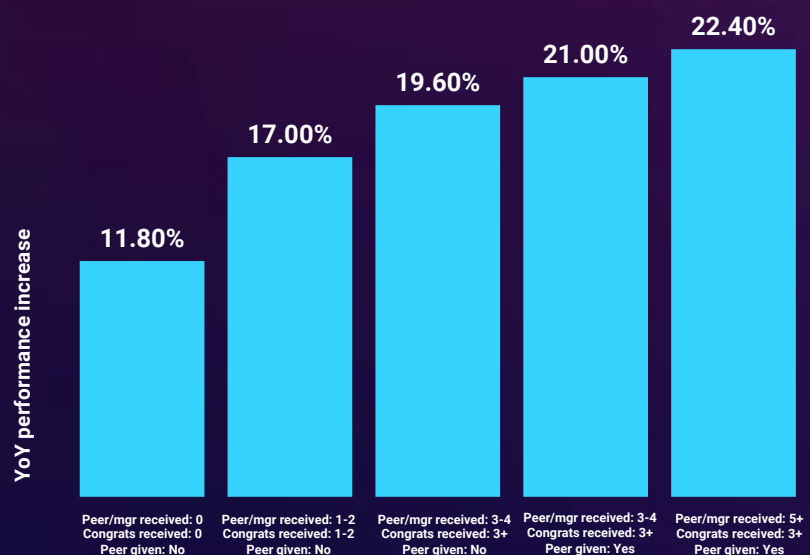
Workhuman® researchers investigated a biopharma client's data and found **performance doubled** for core contributors of recognition.

A core contributor is an employee who gives and receives recognition, and who piles on congratulations to others' recognition. Workhuman identified that as an employee has a richer recognition experience, they are more likely to improve their performance.

Our [team of expert advisors](#) can partner with you to strategize how to tailor your recognition program to create a rich employee experience and push performance onward.

A multifaceted recognition experience drives performance.

Employees who receive 5+ awards, 3+ congratulations, and recognize a peer **improve their performance by 2x.**



Source: Fortune 100 biopharma client study, Workhuman, 2019

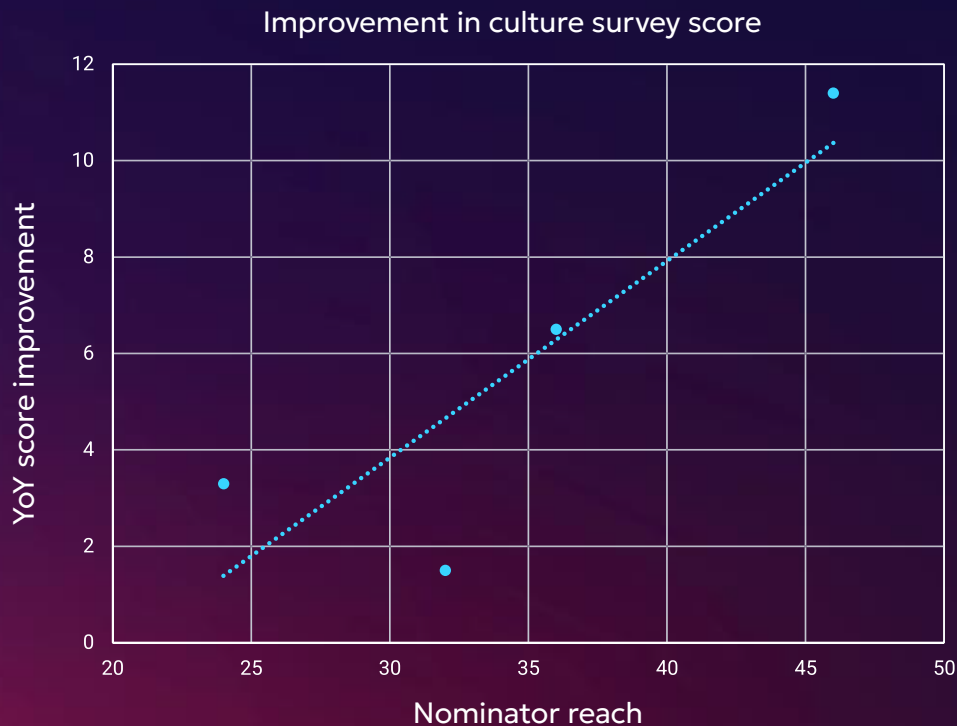
TWO

Transform culture.

What does “transforming culture” actually look like? Researchers at Workhuman collaborated with a manufacturing client to understand how their recognition program affected their workforce after its first year.

The results: Together, we found that **culture survey scores increased across all departments**. And, where the score increased the most, they had the highest volume of thankers – proving that givers of recognition drive culture forward.

Givers of recognition drive the recognition culture.



Source: Manufacturing client study, Workhuman, 2022

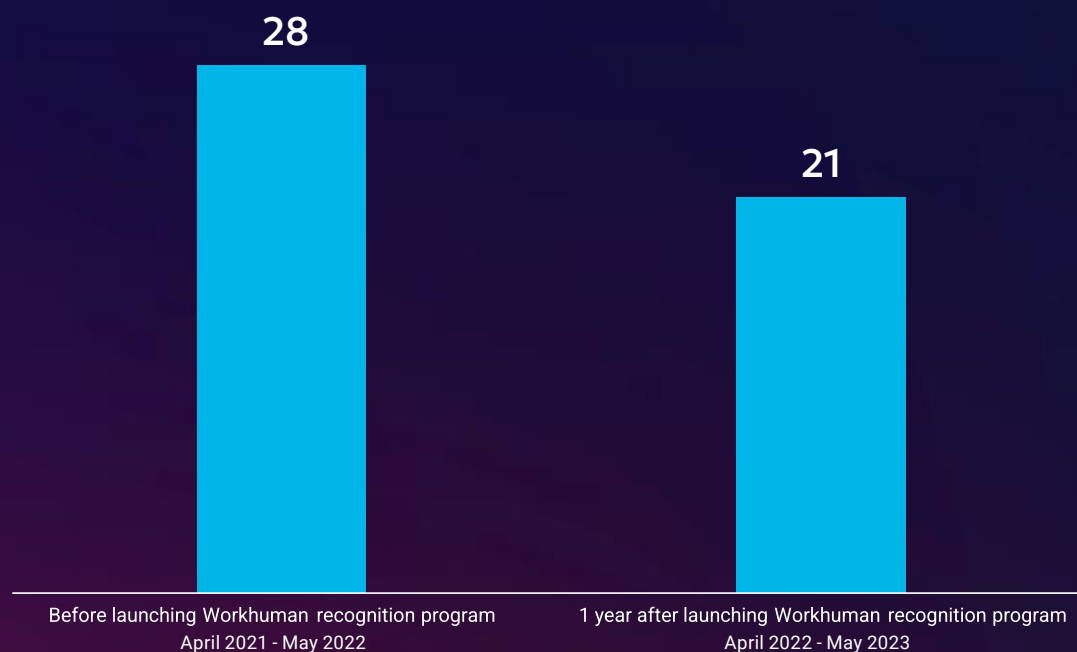
THREE

Reinforce key behaviors – like safety.

From our research with Gallup, we know that recognition is linked to an improvement in employee productivity, a decrease in safety incidents, and a decrease in absenteeism.

How do we see this play out for clients in the real world? Partnering with a manufacturing client, we sought to measure how the global organization was impacted by the launch of their recognition program. In just one year, **fewer safety incidents** were reported.

Recordable safety incidents



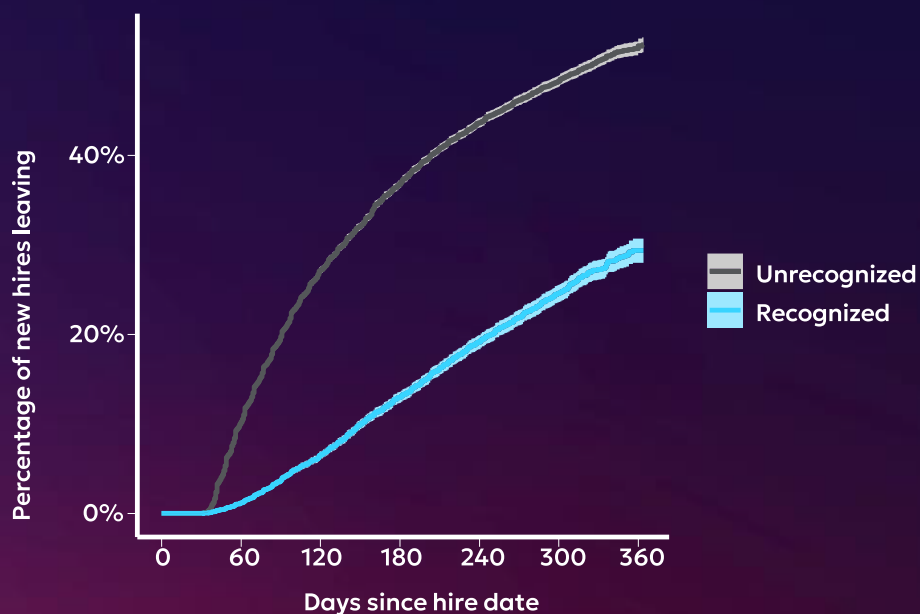
Source: Manufacturing client study, Workhuman, 2023

FOUR

Improve the new hire employee experience, especially for offline workers.

Workhuman researchers have also studied the impact of recognition on offline workers and found a pattern: **New hires receiving 1+ awards annually were 2x less likely to leave.** That's why we design our product to make those consistent and memorable recognition moments even easier. Tap into Workhuman's enhanced program features, like Automated Welcome Awards, to welcome and greet new employees.

New hires receiving 1+ awards annually are 2x less likely to leave.



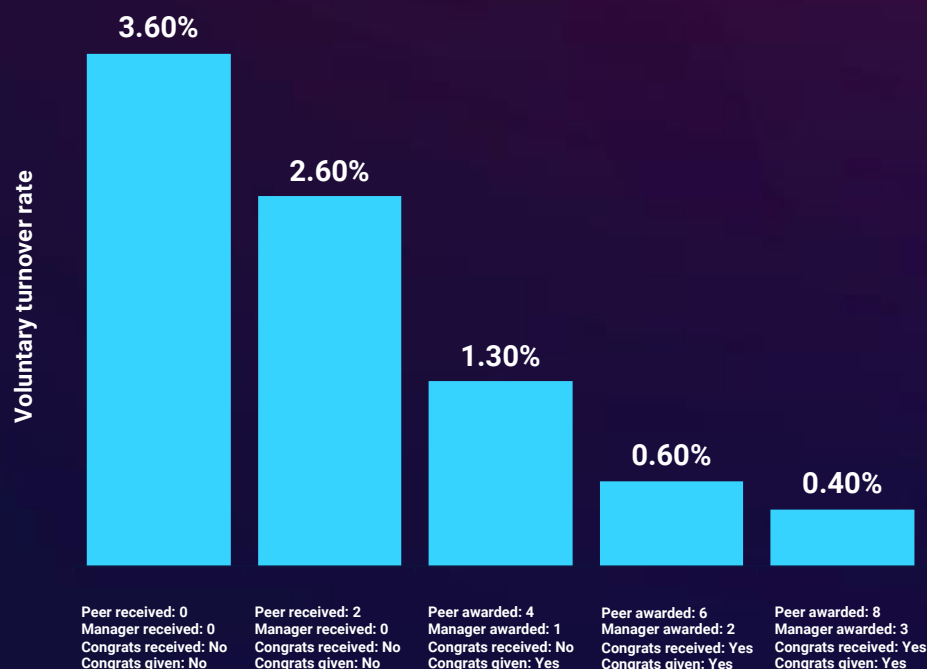
How recognition can impact your bottom line

ONE

Reduce voluntary turnover.

It's not just new hires who are more likely to stay. Workhuman researchers partnered with a biopharma client to assess how recognition impacts their employees' likelihood to stay with the company. **They found that the voluntary turnover rate drops as an employee is more involved in their recognition experience.**

We measured four variables involved in determining the turnover rate: recognition from peers, recognition from managers, congratulations received, and congratulations given. We found that as an employee receives more recognition and participates in congratulations, they are less likely to voluntarily turn over.



Source: Fortune 100 biopharma client study, Workhuman, 2019

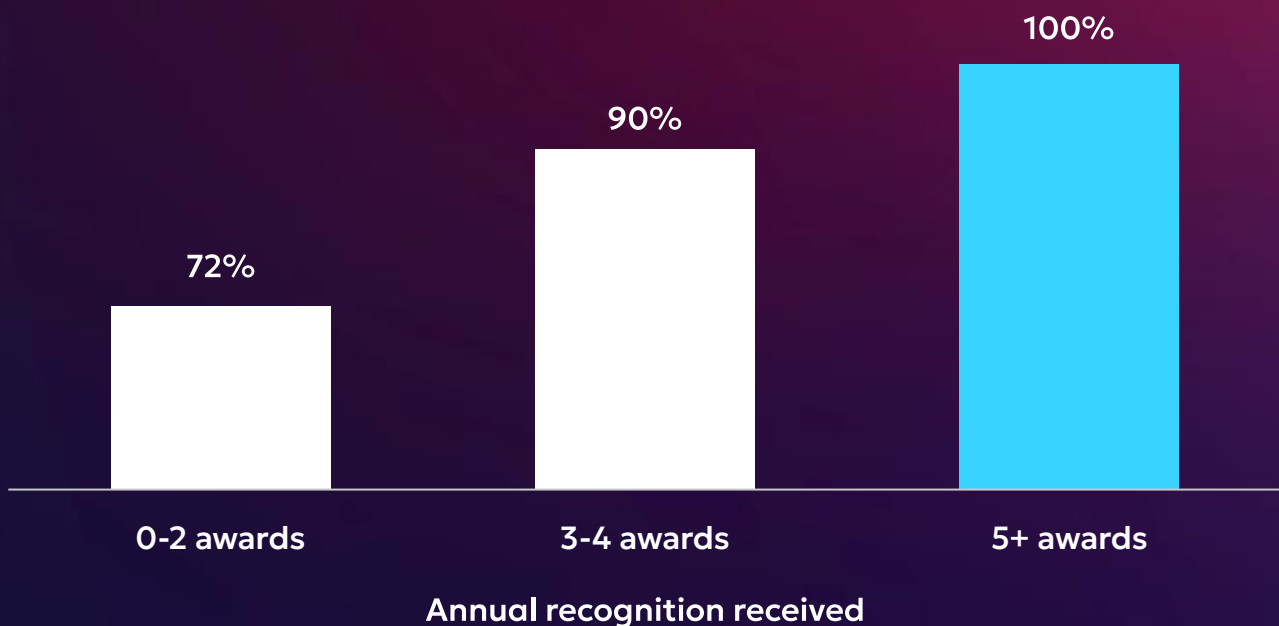
TWO

Link to higher customer satisfaction scores.

One of the unique aspects of Social Recognition is that it allows peers to recognize one another, often celebrating teamwork that may not be visible to a manager.

This peer-to-peer giving can drive frequency of recognition, which we've seen initiate a powerful chain reaction for two years in a row with a tech client. Our researchers found that **as recognition increased, the proportion of employees generating high customer satisfaction also increased.**

Percent of employees receiving high customer satisfaction
(4.5/5 or higher)



Source: Technology client study, Workhuman, 2022-2023

THREE

Raise gain-sharing metrics.

There's unique business advantages when employees have a peer-to-peer recognition experience, too. Workhuman customer Morgan Truck Body, LLC, for example, found that:

70%

of sites that properly used their recognition program saw **"improvements in productivity, safety, and quality year over year**, as measured by hourly compensation incentive payouts."

Ready to see your own results?
We can help, every step of the way.
Contact us today.

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

Join HR's leading innovators and trailblazers at our next Workhuman Live conference.

workhuman*