

MEASUREMENT

**THE VALUE OF INTERNAL
COMMS IS ~~IM~~MEASURABLE**

Who's making your decisions? Let data have its say.



DO YOU KNOW YOUR ROI...

As budgets potentially become tighter in 2023, it's more important than ever to demonstrate return on investment with your employee experience and internal comms campaigns.

By using quantitative and qualitative metrics to fully understand employee experiences, beliefs and preferences, you can make reliable data-driven changes to increase employee engagement and commitment.



Why measure?

- Builds understanding of our audience
- Facilitates segmentation and targeting
- Enables 'Action and Reaction' through real time data
- Allow us to mitigate underperforming activity
- Provides insight on effectiveness of activity
- Surfaces employee engagement levels
- Helps drive strategy

We believe effective and robust measurement of your communications unlock employee engagement understanding, qualifies and validates the value of IC in an organisation and allows you to directly contribute to overarching business objectives.

There is a wealth of quantitative and qualitative data available to understand how well your comms are performing which we can then help attribute to engagement levels and organisational impact – do you need help with identifying the data you can use and creating a measurement framework?

DID YOU KNOW...?

61%

61% of IC Practitioners cite data and measurement and as a key area to develop their skills

(Poppulo Global Survey 2022)

Only 43% of employees can confidently say their company solicits employee feedback at least once a year—meaning over half of companies (57%) may rarely, if ever, ask and hear about their employees' experience at work.

And even if their company is collecting feedback, 75% of employees (and 80% of managers) think it's not often enough, and 75% of business decision makers say it's not actionable enough.

(Microsoft 2022)

76% of marketing leaders say they use data and analytics to drive key decisions

(Gartner CMO Spend Report 2019-20)

57%

However only 57% of IC Practitioners say they use data to drive messaging and channel strategy.

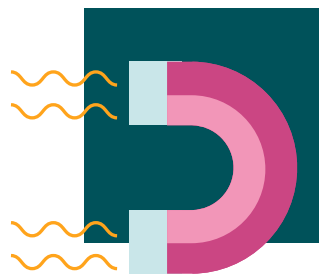
And only 44% use it to prove ROI to senior leaders

(Poppulo Global Survey 2022)

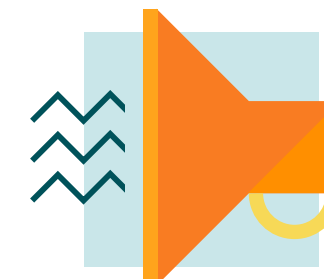
FIND OUT MORE

MORE FROM OUR SERIES

Get in touch:
www.avvioreply.com
partners.avvio@reply.com
+44 (0)1491 842270



ATTRACTION AND RETENTION



EMPLOYEE ADVOCACY



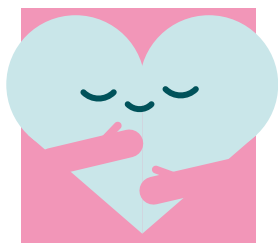
MANAGERS



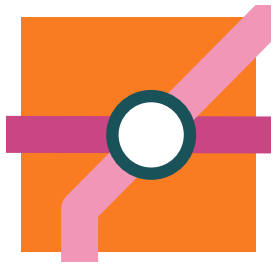
LEADERS



HEALTH AND WELLBEING
Coming soon



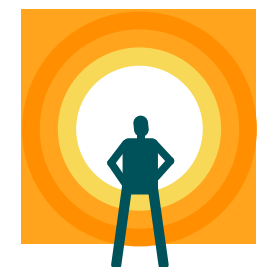
INCLUSIVE WORKPLACES



CHANGE COMMS MANAGEMENT



EMPLOYEE EXPERIENCE TOOLS



EVENTS AND LIVE EXPERIENCES
Coming soon



MEASUREMENT
Coming soon