

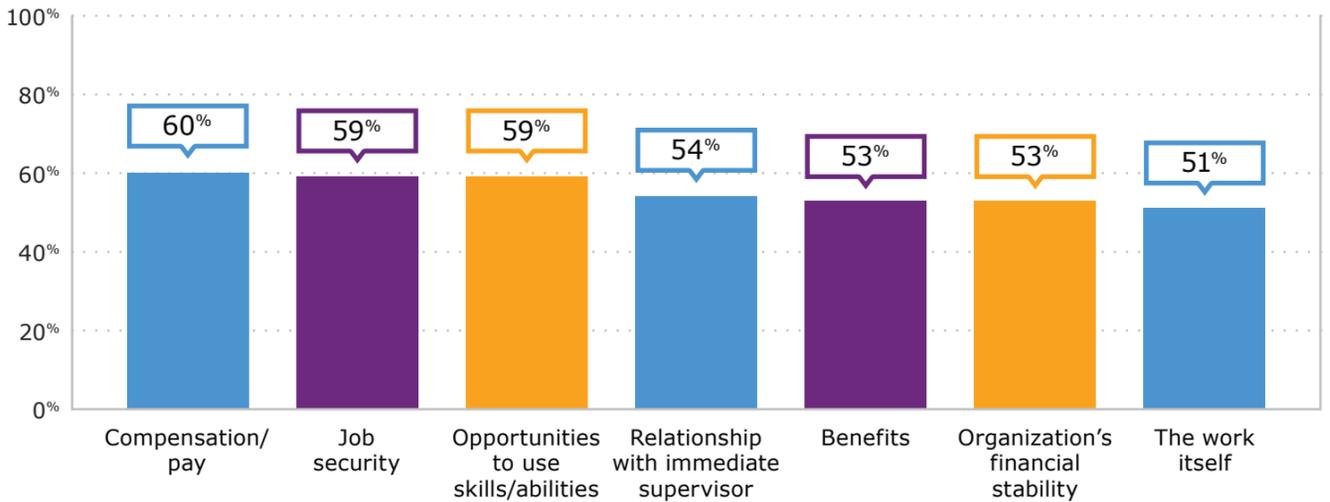
# Employee management and satisfaction: The ripple effect

Keeping employees happy can have a direct impact on customer satisfaction.



## Influences on employee satisfaction

Here's what employees rated as very important influences for job satisfaction.<sup>1</sup>

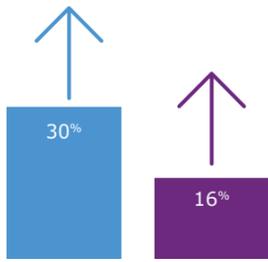


## Satisfaction leads to engagement

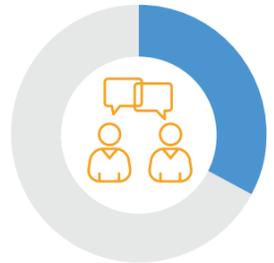
Employee satisfaction creates employee engagement — an employee's connection and commitment to his or her particular organization — which in turn leads to customer satisfaction.<sup>2</sup>



Businesses with high levels of employee engagement outperform businesses with low levels of engagement by **10% in customer ratings**, and **22% in profitability**.<sup>3</sup>



When an organization's employee **engagement rose 30%**, **client satisfaction rates increased by 16%**.<sup>4</sup>



Yet only **33% of U.S. employees** are engaged at work.<sup>5</sup>



## How to foster employee engagement

Sixty-four percent of human resources professionals indicate their recognition program positively affects employee engagement, so find opportunities to recognize and reward accomplishments.<sup>6</sup>

**82% of employees** say being recognized motivates them.<sup>6</sup>



But nearly one in five organizations do not have an employee recognition program.<sup>1</sup>

### Most common recognition awards<sup>6</sup>



Certificates and/or plaques



Cash



Gift certificates



Company-branded merchandise



Food

### Top goals of recognition<sup>6</sup>



Recognizing years of service



Creating a positive work environment



Creating a culture of recognition



Motivating high performance



Reinforcing desired behavior

**Sources:**

<sup>1</sup>Employee Job Satisfaction and Engagement." Society for Human Resource Management. (2014) [http://www.shrm.org/Research/SurveyFindings/Documents/14-0028%20JobSatEngage\\_Report\\_FULL\\_FNL.pdf](http://www.shrm.org/Research/SurveyFindings/Documents/14-0028%20JobSatEngage_Report_FULL_FNL.pdf)  
<sup>2</sup>Workforce Mood Tracker Spring 2012 report: The Growing Influence of Employee Recognition." Globoforce. (2012) [http://go.globoforce.com/rs/globoforce/images/Mood\\_Tracker\\_Spring2012-final\\_2.pdf](http://go.globoforce.com/rs/globoforce/images/Mood_Tracker_Spring2012-final_2.pdf)  
<sup>3</sup>State of the American Workplace." Gallup. (2013) <http://www.gallup.com/strategicconsulting/163007/state-american-workplace.aspx>  
<sup>4</sup>Engagement Leads to Growth at Morrison." SABA Talent Management. (2013) <http://www.talentmgt.com/articles/engagement-leads-to-growth-at-morrison>  
<sup>5</sup>U.S. Employee Engagement Reaches Three-Year High." Gallup (2014). <http://www.gallup.com/poll/181895/employee-engagement-reaches-three-year-high.aspx>  
<sup>6</sup>Trends in Employee Recognition." WorldatWork. (2013) <http://www.worldatwork.org/waw/adimLink?id=72689>