



eNPS

The Magical Employee Engagement Proxy



Why many Organizations Have Trouble Acting on People Analytics...

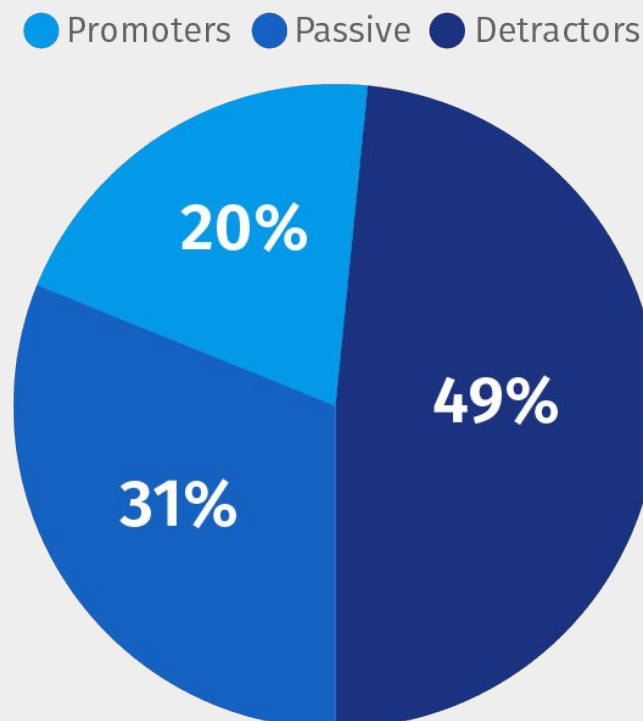
- Data inaccuracy, unreliability
- Data superficiality
- Data illiteracy
- Data averse culture
- Resource & skill constraints
- Focus on scores & grades, not behaviors & drivers



49% of HR Leaders say they don't do anything meaningful with their employee survey data.

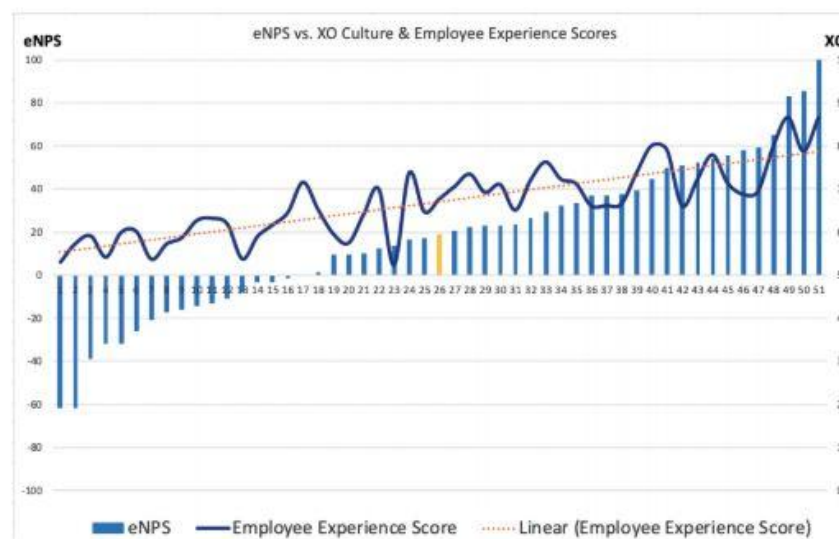
How likely are you to recommend someone you respect to this organization for employment?

- 10 Point Scale
- Promoters = 10s and 9s
- Passives = 8s and 7s
- Detractors = 6s and below
- % Promoters - %
- Detractors = eNPS
- Simple
- Widely accepted and used
- Complements CX data
- Leading indicator
- Versatile
- Correlative



Heighten Experience, Heighten eNPS

- Representative sample data set from 51 WorkXO clients across the globe 700K+ benchmarking data points
- Convincing correlation ($\rho=.83$) between stronger employee experience (based on our XO Measures) and higher eNPS
- Orgs can expect to gain as many as 40 eNPS points for every 2 points of employee experience improvement
- Higher eNPS translates into: Higher employee engagement, Higher productivity, Lower unwanted turnover, Lower cost-to-hire



eNPS is an outcome...

it means nothing without understanding what's driving it....

and what's driving it is unique to your organization and your workforce!

Track first what employees really experience, and then correlate that to what's happening to eNPS

Based on our Research: This is what's driving eNPS

3 Strongest correlations

1. My company spends time understanding and then responding to my individual and unique needs
2. I am asked to participate and have a sense of ownership - and responsibility - for our company's success
3. My company is genuinely interested in my health and welfare...and shows it

3 Weakest correlations

1. Customers/stakeholders influence what we do
2. I can work whenever, wherever, and however I need to if it helps me do my best
3. My mix of benefits - and other employment programs and policies- can be customized and chosen based on my unique needs and preferences

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- | | | |
|------------|---|--------------------------------------|
| N | = | number of pairs of scores |
| $\sum xy$ | = | sum of the products of paired scores |
| $\sum x$ | = | sum of x scores |
| $\sum y$ | = | sum of y scores |
| $\sum x^2$ | = | sum of squared x scores |
| $\sum y^2$ | = | sum of squared y scores |

If you're going to measure it, remember...

- Statistical significance is imperative (95% Confidence Level, <5% Margin of Error)
- One data point is interesting; multiple data points are convincing (pay attention to trend, not just the snapshot)
- You must ensure and protect anonymity (if you want reliable data)
- Always include the open-ended question: "What would it take for this organization to increase the likelihood you would recommend someone you respect to work there?"
- Take individual open-ended comments with a grain of salt; take themes and trends seriously
- Beware of Survey Fatigue
- Gather input on eNPS only in tandem with information around what your employees are really experiencing in the workplace (behaviors, words, actions, etc)
- Please don't gather the data if you don't intend to do anything with it

$$X = \frac{Z^2 (c/100)^2 r(100-r)}{n}$$

$$n = \frac{N X}{((N-1)E^2 + X)}$$

$$E = \sqrt{\frac{(N-n)X}{n(N-1)}}$$



Thanks for reading!

**Learn more about using
eNPS in your Org**

www.questionpro.com/workforce

success@questionpro.com

Online Research Made Easy



Why more organizations choose QuestionPro.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top of tier of web based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is the success of your clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.

CORPORATE HEADQUARTERS

QuestionPro Inc.
12710 Research Blvd Suite #360,
Austin, TX 78759 USA

EUROPE

London, UK
+44 20 8080 9780

ASIA PACIFIC / AUSTRALIA

Auckland, NZ
+61 2 8074 5080

ACADEMICS

+1 (512) 640-5800

MIDDLE EAST

Dubai, UAE
+971 43 4348 03

www.questionpro.com