



# The True Economic Value of HR



# Nebel Crowhurst

Chief People Officer & Chief Appreciation Officer  
Reward Gateway | Edenred

# Organisations under stress



**CHANGE**

# 67%

of HR managers in the UK are facing tighter budgets and are expected to “do more with less”.





57%

HR Professionals  
working beyond  
capacity

SHRM, 2024



A hand in a green sleeve is shown holding a white, rounded rectangular sign. The sign is positioned horizontally and contains the text "We can't afford to waste time and effort." in a dark blue, sans-serif font. The background is a solid green color.

**We can't afford to waste  
time and effort.**



People who are  
*appreciated*  
and valued for  
who they are,  
are 43% more  
effective.

Source: HAAS School Of Business  
Research, Forbes

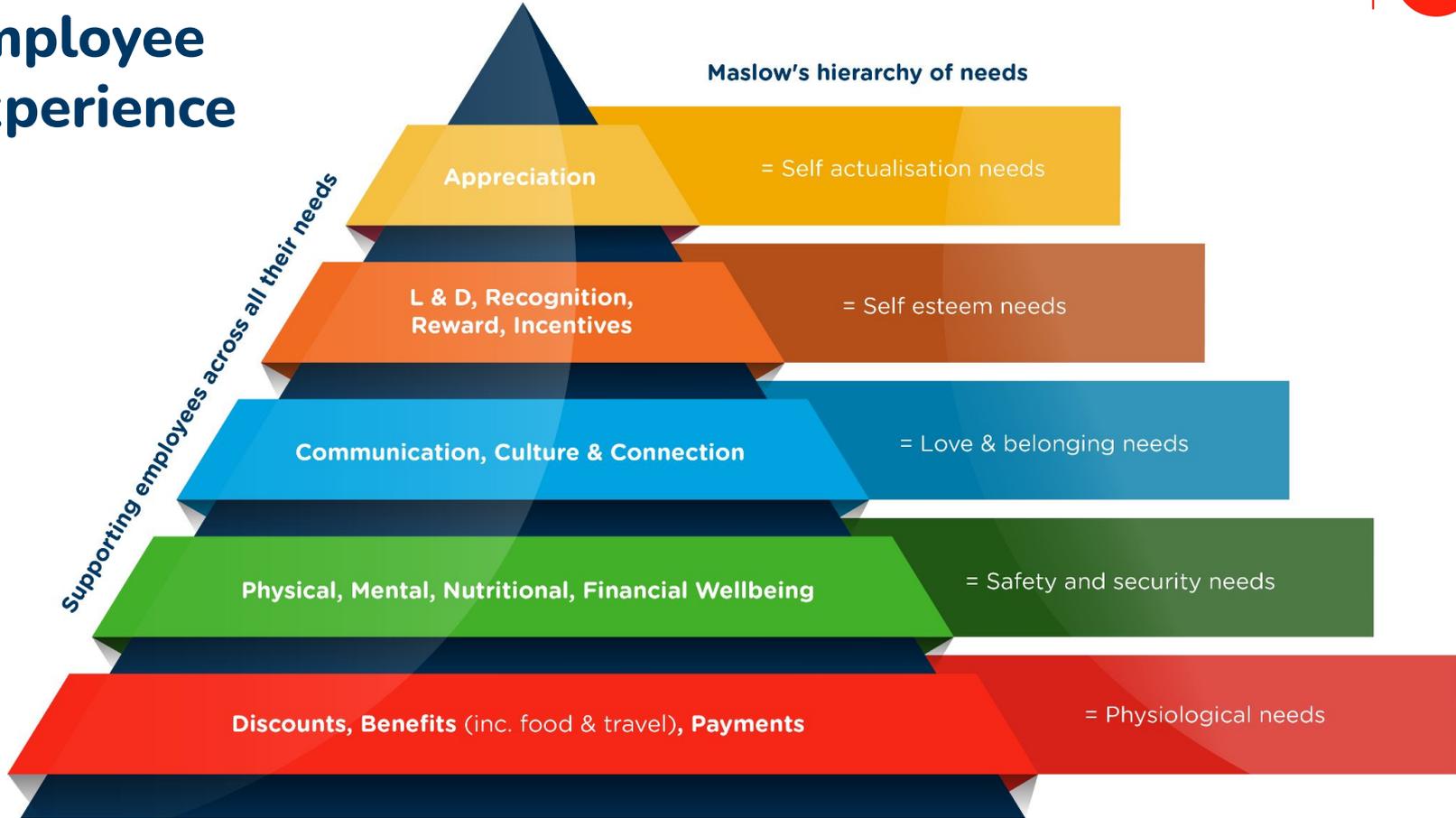
# The Power of Appreciation

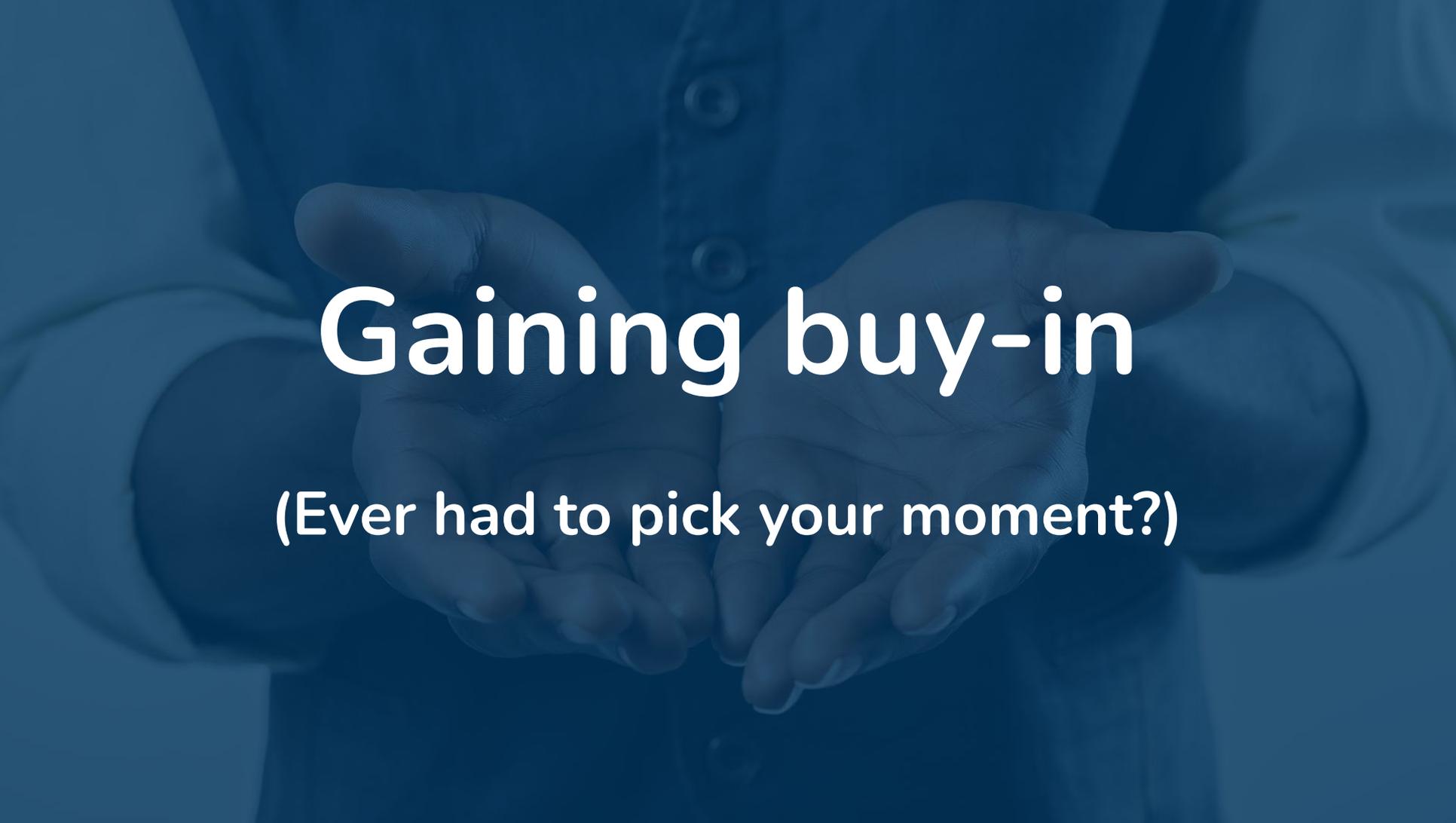


# The Total Employee Experience



# The Total Employee Experience



A person wearing a dark suit jacket and a light-colored shirt is shown from the chest up. Their hands are held out in front of them, palms facing up, in a gesture of offering or seeking agreement. The background is a solid, muted blue color.

# Gaining buy-in

(Ever had to pick your moment?)

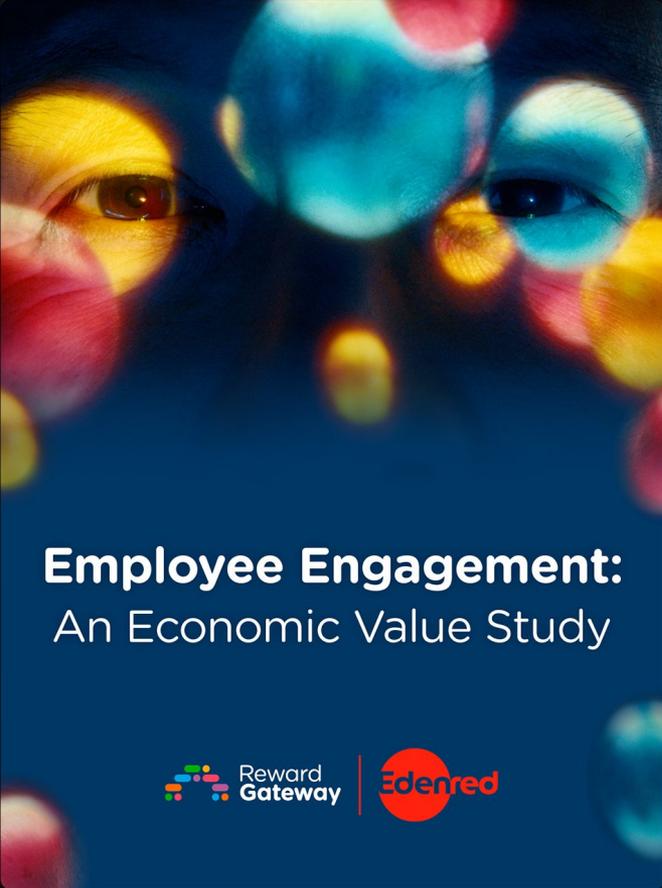
# Proving value

People Experience ROI isn't a straight line



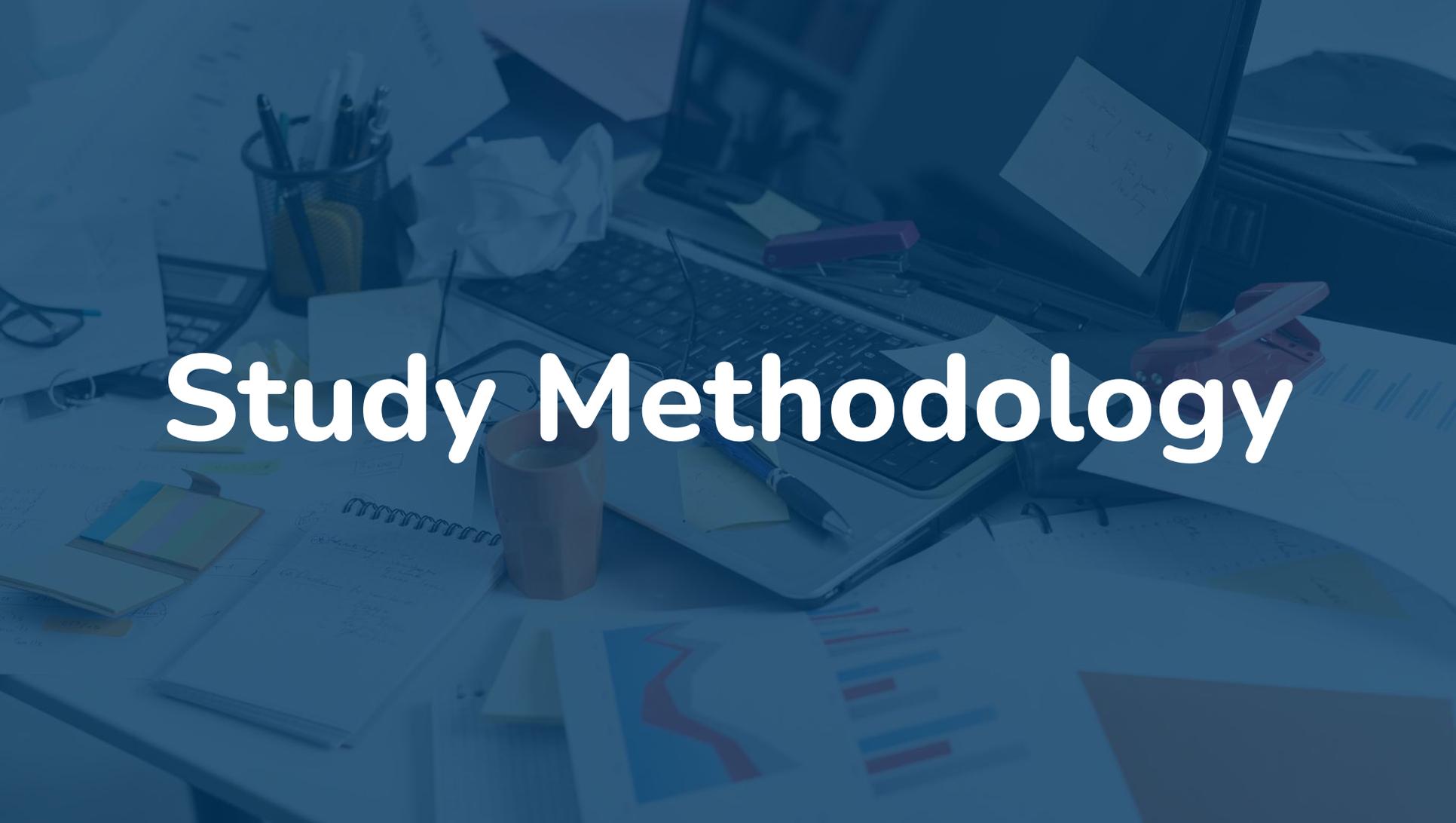
The background features a series of concentric, glowing purple circles that resemble ripples in water. The circles are centered horizontally and spread out from the center towards the left and right edges of the frame. The color of the circles transitions from a deep purple in the center to a bright blue at the outer edges. The overall effect is a sense of outward expansion and movement.

Small changes  
create ripples

A close-up photograph of a person's eyes and nose, looking towards the camera. The background is dark with numerous out-of-focus, colorful bokeh lights in shades of yellow, orange, red, and blue. The image is framed by a black border.

# Employee Engagement: An Economic Value Study

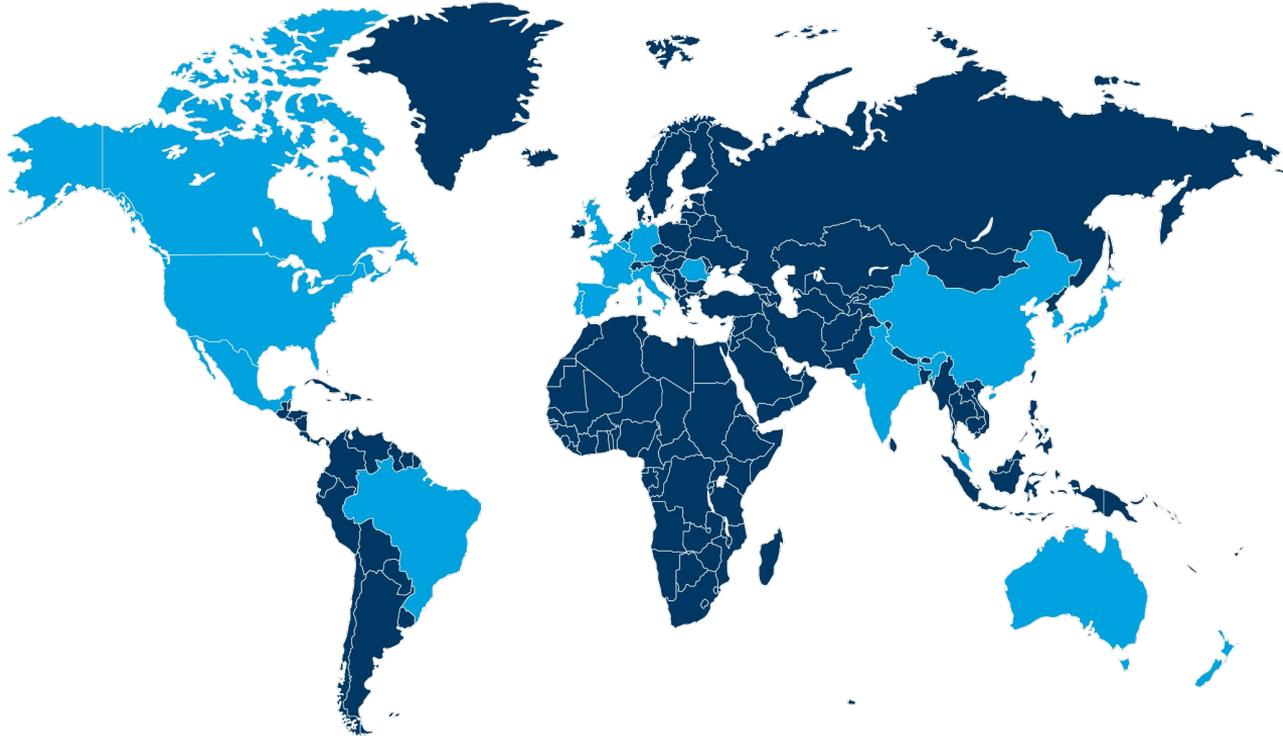




# Study Methodology

# Survey demographics

Over 300 businesses around the world, covering more than a million employees



# Top HR priorities

In the UK

Globally

Engagement

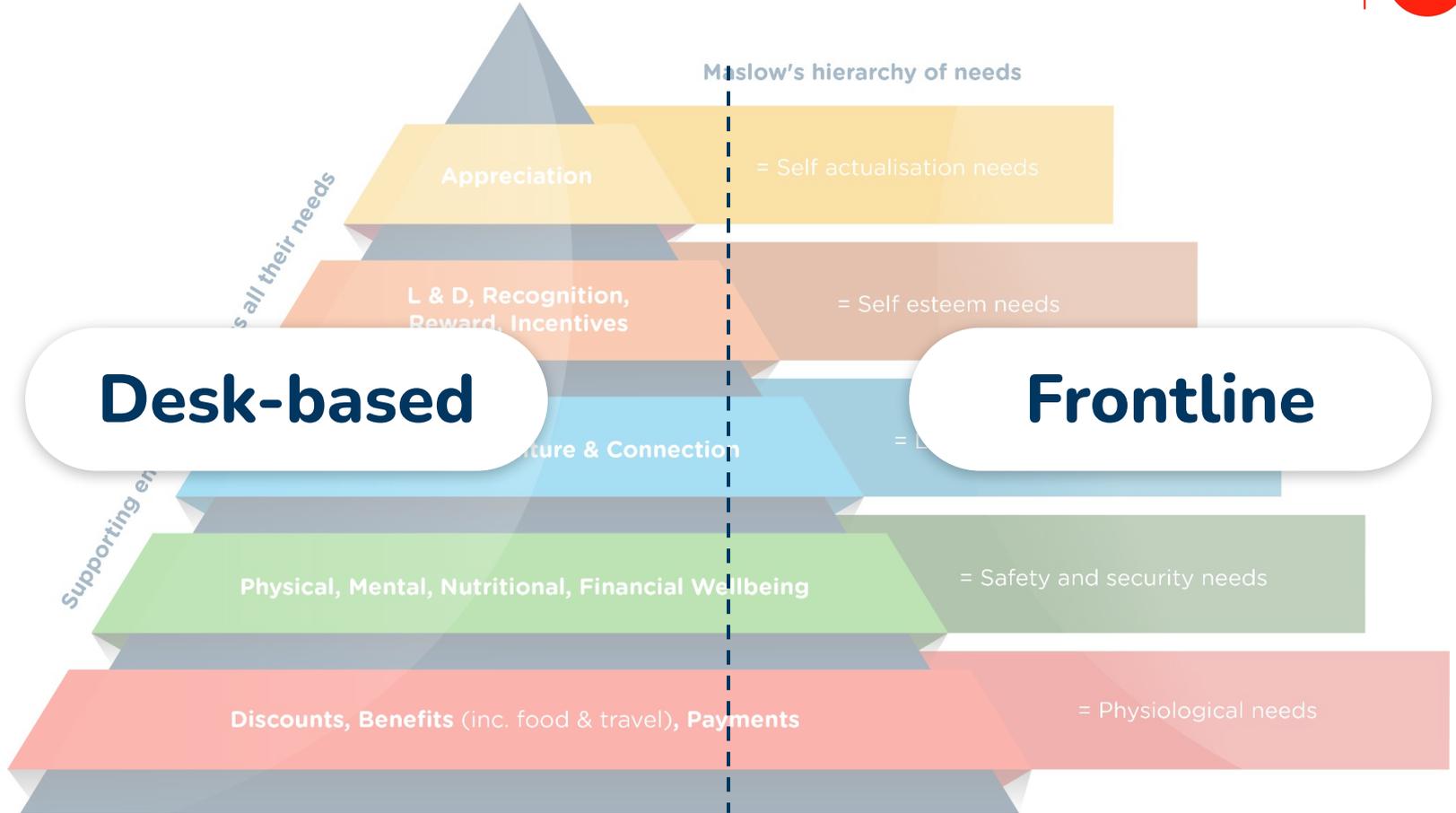
Retention

Wellbeing

Compensation

Experience and EVP

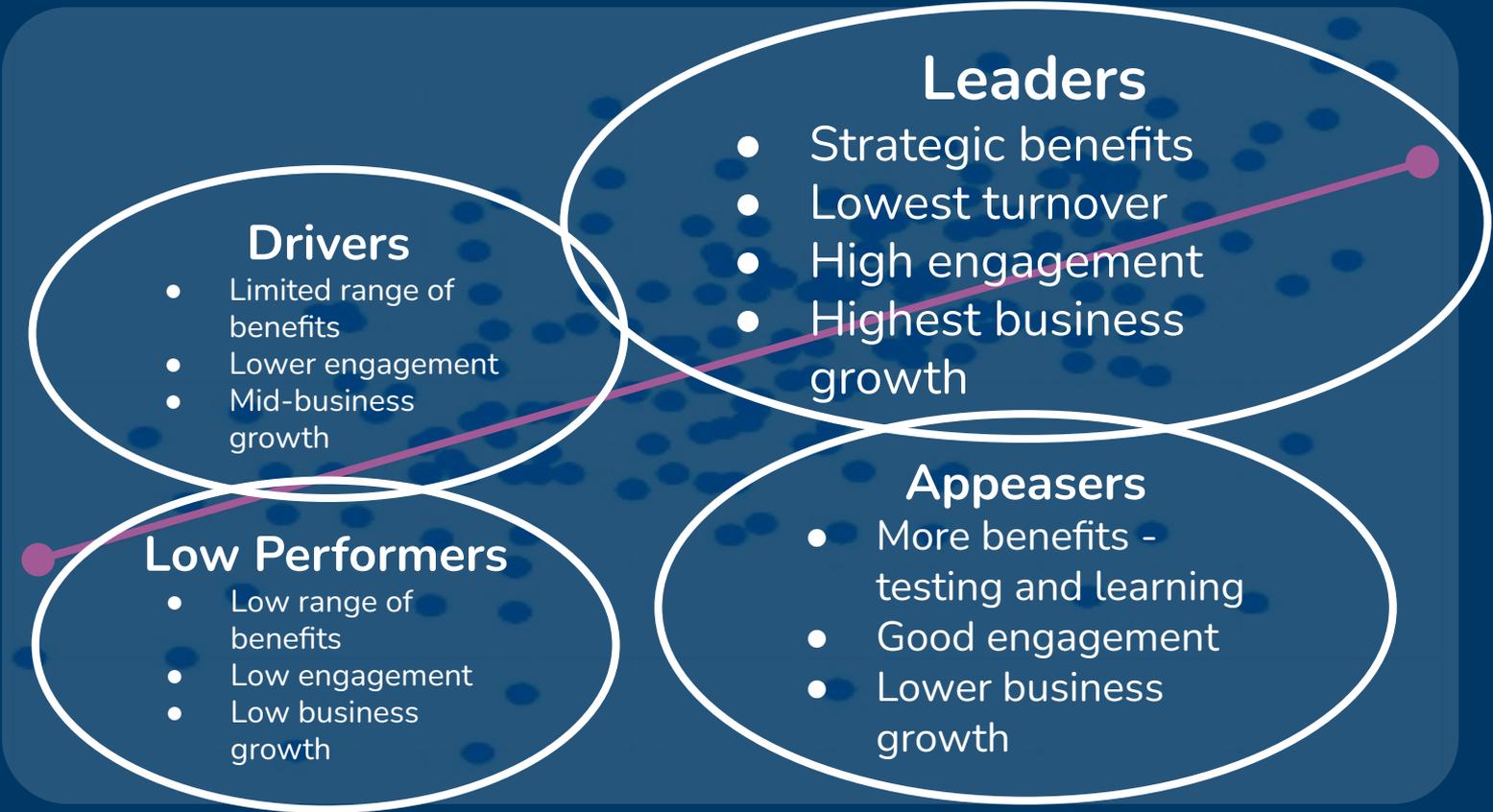
Skill Building





Business Performance

10  
9  
8  
7  
6  
5  
4  
3  
2  
1  
0



### Drivers

- Limited range of benefits
- Lower engagement
- Mid-business growth

### Leaders

- Strategic benefits
- Lowest turnover
- High engagement
- Highest business growth

### Low Performers

- Low range of benefits
- Low engagement
- Low business growth

### Appeasers

- More benefits - testing and learning
- Good engagement
- Lower business growth

Employee Engagement

1 2 3 4 5 6 7 8 9 10

# Leaders

score higher on  
these top HR  
priorities

Engagement

Wellbeing

Retention

# Leaders

typically see a 5-7% higher  
business performance



## Respondent dashboard

### Respondents results

#### Employee engagement



#### Average Turnover rate

Up to 5%

#### Average Time to hire

Within 2 weeks

#### Customer NPS



#### Average Growth rate

Above 20%

### Overall survey results

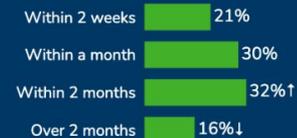
#### Employee engagement



#### Average Turnover rate:



#### Average time to hire:



#### Customer NPS



#### Average Growth rate



# The Power of Communication



## Maslow's hierarchy of needs



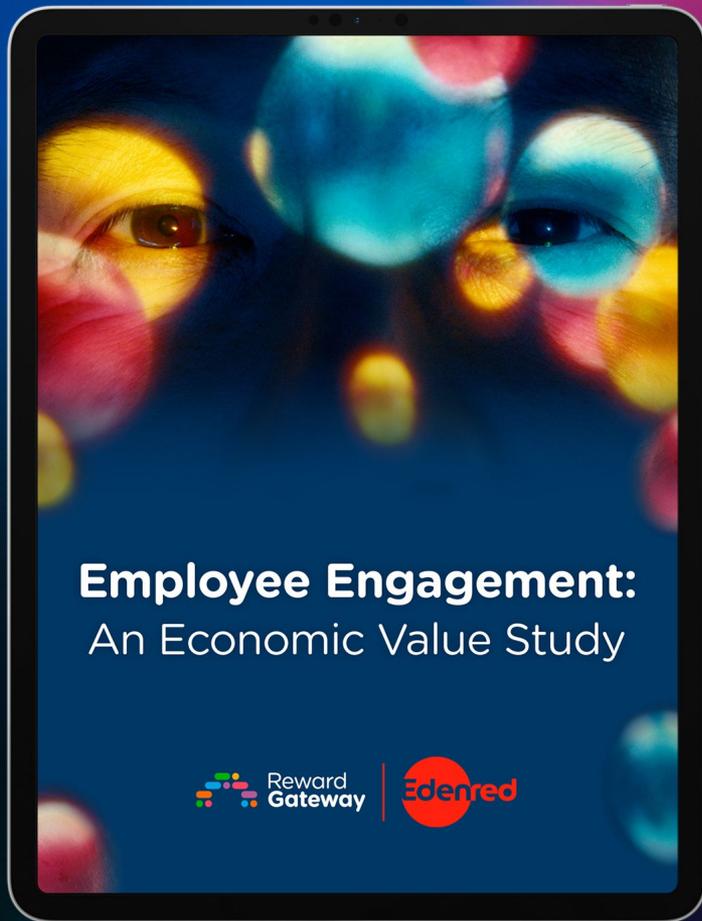




# Employee Engagement: An Economic Value Study



**Download  
the report!**



# Participate in our study

The Economic Value Report is just the start. Join 300+ of the world's leading businesses in participating in the study.

Scan the QR code to participate

