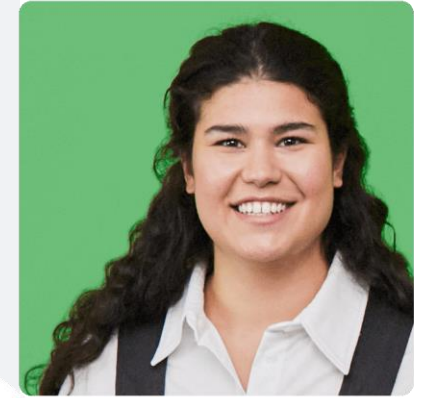




# Getting a daily pulse of employee satisfaction

Why HappyOrNot for employee satisfaction



# Same solution

We want to connect employee and  
customer satisfaction



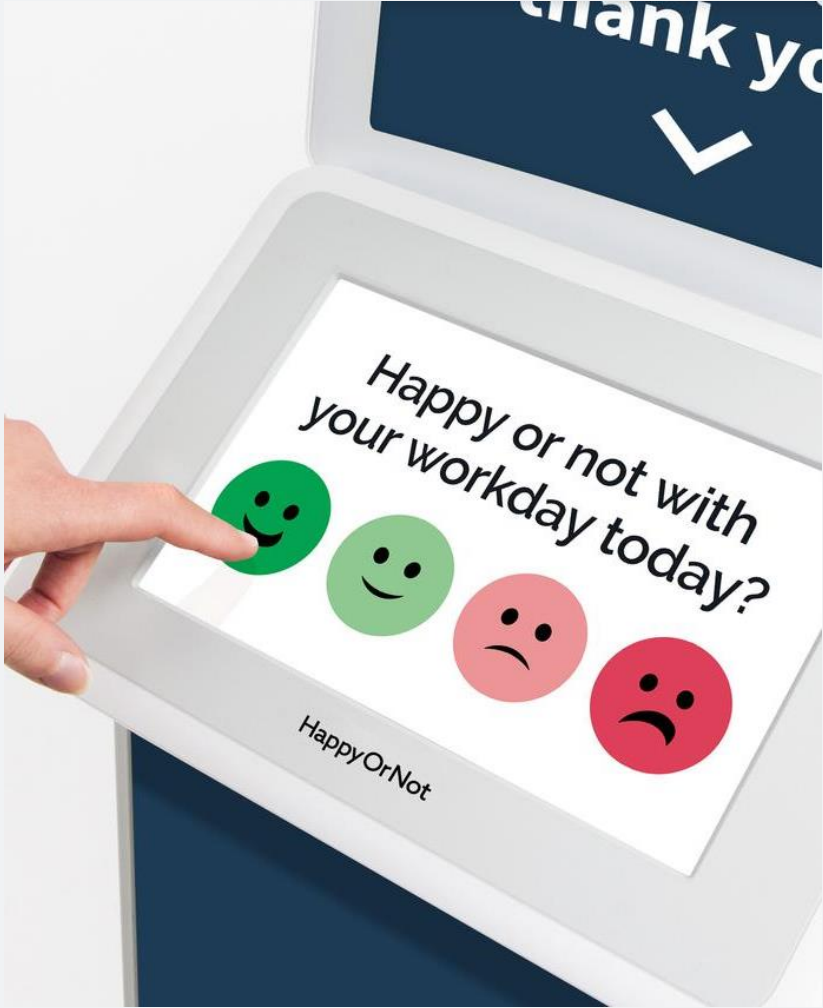
# Why we measure employee satisfaction

Research proves that companies with good employee engagement are successful

“Companies in the top quartile of engagement realize substantially better customer engagement, higher productivity, better retention, fewer accidents, and **21% higher profitability.**”



# We want to know if our employees are happy enough to provide good customer service



# This is what we do with HappyOrNot



**Listen**

We want to hear if our team is happy or not



**Understand**

We want to know what is top of mind for our team



**Engage**

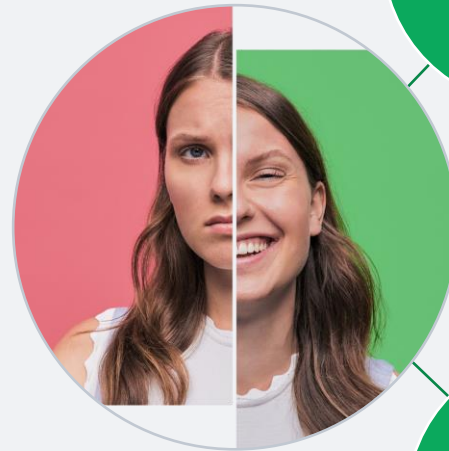
We want to collaborate, engage, and empower our team

Feedback is 100% anonymous!

# This is your opportunity to get heard



An  
anonymous  
channel for  
daily use



Tell what  
works

Tell what  
bothers you

Give  
improvement  
ideas

Your opportunity to  
get heard and  
influence your own  
working environment



# It is our managers' responsibility to act

- Analyze results regularly
- Make necessary improvement
- Communicate the results and actions

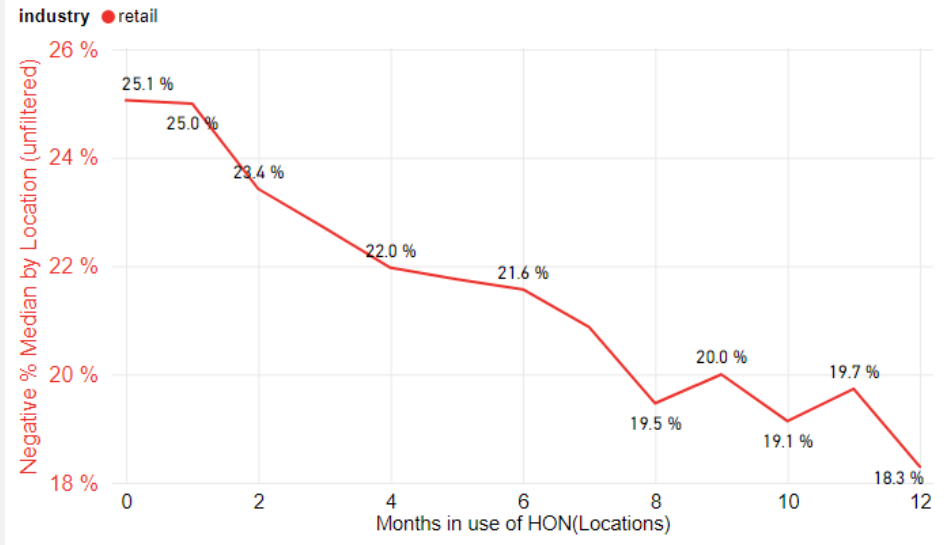


# What we aim to achieve

- ↓ Engaged, happy employees
- ↓ Less employee turnover
- ↓ Better employer brand
- ↓ Better service to customers
- ↓ Improved performance

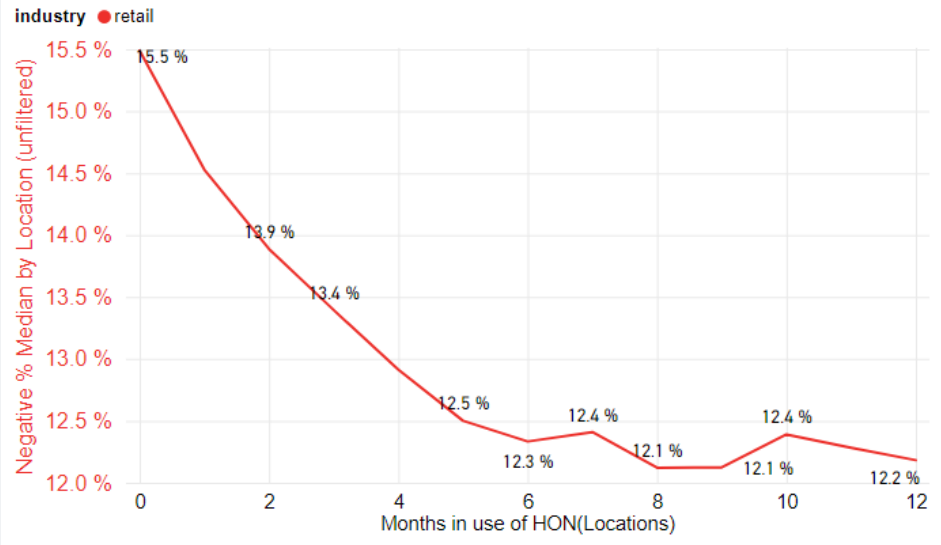
# Example: Employee vs customer dissatisfaction – effect of HappyOrNot in retail

## Employee dissatisfaction



**27%** conversion from unhappy to happy employees during the first year

## Customer dissatisfaction



**>21%** conversion from unhappy to happy customers during the first year



# Example: Retail company, Europe 2013-2022

**78 to 91**

Happy Index  
Employee satisfaction  
improvement

**78 to 93**

Happy Index  
Customer satisfaction  
improvement

Happy  
employees  
= happy  
customers

