



Return on Investment

The Benefits of PollUp.io

Calculations

KEY

A - Company Size (Employees)	W - Savings on Productivity
B - Average Annual Salary	X - Savings on Absenteeism
C - Annual Turnover Rate	Y - Savings on Turnover
D - Predicted Annual Staff Growth Rate	Z - Savings on Onboarding

SAVINGS ON PRODUCTIVITY

$$A * B * 146.4\% * 5\% = W$$

STEPS

1. Employee count
2. Times average salary
3. Times the employer costs (shown as a percent of salary) for employee benefits according to statistics from the U.S. Bureau of Labor Statistics (2017)
<https://www.bls.gov/news.release/pdf/ecec.pdf>
4. Times the conservative productivity gain. Research shows that companies with higher than average employee engagement levels benefit from 21% higher productivity.
http://www.ddiworld.com/ddi/media/monographs/employeeengagement_mg_ddi.pdf?ext=.pdf

SAVINGS ON ABSENTEEISM

$$A * B * 146.4\% / 240 * 5 = X$$

STEPS

1. Employee count

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2. Times average salary
 3. Times the employer costs (shown as a percent of salary) for employee benefits according to statistics from the U.S. Bureau of Labor Statistics (2017)
<https://www.bls.gov/news.release/pdf/ecec.pdf>
 4. Divided by the average number of working days in a year minus the holidays
 5. Times the calculated increase of days worked
http://www.ddiworld.com/ddi/media/monographs/employeeengagement_mg_ddi.pdf?ext=.pdf

SAVINGS ON TURNOVER

$$\mathbf{A * 146.4% * B * 38% * C * 66% = Y}$$

STEPS

1. Employee count
2. Times the employer costs (shown as a percent of salary) for employee benefits according to statistics from the U.S. Bureau of Labor Statistics (2017)
<https://www.bls.gov/news.release/pdf/ecec.pdf>
3. Times average salary
4. Times the US Labor Bureau report on average turnover cost compared to annual salary
5. Times turnover rate input
6. Conservative estimation since according to studies on employee engagement, it is reasonable to expect up to a 70% reduction in turnover rates
http://www.ddiworld.com/ddi/media/monographs/employeeengagement_mg_ddi.pdf?ext=.pdf

SAVINGS ON ONBOARDING

$$\mathbf{(B * 146.4% / 240 * 90 * 15%) * (D * A + C * A) = Z}$$

STEPS

1. Average salary
2. Times the employer costs (shown as a percent of salary) for employee benefits according to statistics from the U.S. Bureau of Labor Statistics (2017)
<https://www.bls.gov/news.release/pdf/ecec.pdf>
3. Divided by the average number of working days in a year minus the holidays

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4. Times the average onboarding time to full productivity for new employees according to the book *The First 90 Days* by Michael Watkins
 5. Times the average increment of value, represents 50% of the onboarding speed improvement, estimated at 30%
 6. Times the average employee count growth in a year
 7. Times employee count
 8. Times turnover rate input
 9. Times employee count

TOTAL RETURN

A + B + C + D = Total Return

Additional Assumptions

1. INCREASED INSIGHTS/ENGAGEMENT -> RETENTION-> RECRUITMENT SAVINGS-> BOTTOM LINE

You can retain people by understanding them more effectively. This keeps you away from the painstakingly expensive hiring process that includes many fees and wasted time. On average it costs companies \$4,000 to fill a single position.

2. INCREASED INSIGHTS/ENGAGEMENT-> RETENTION-> PERFORMANCE-> BOTTOM LINE

With high turnover you risk losing extremely gifted/qualified employees that can't always be replaced. Losing these people could jeopardize your product, marketing, operations, etc. Companies that implement regular employee feedback experience turnover rates 14.9% lower than industry averages.

3. INCREASED INSIGHTS/ENGAGEMENT-> SATISFACTION-> PRODUCTIVITY/PERFORMANCE-> BOTTOM LINE

It makes employees happy to know that their opinions matter and that they can make a difference. Happy employees see a 12% increase in productivity and a 37% decrease in absenteeism.

4. ENGAGEMENT-> CULTURE-> RECRUIT HIGHER TALENT-> BUSINESS PERFORMANCE-> BOTTOM LINE

Doesn't everyone want to work in a happy environment? Feedback will identify the inhibitors of happiness in your workplace. Thus, making it easier to attract top talent to the company. 54% of Millennials are already browsing for a new job after 6 months. Why? Because they are searching for great culture.

5. REAL TIME FEEDBACK-> COMMUNICATION-> PRODUCTIVITY/PERFORMANCE-> BOTTOM LINE

Only 17% of employees agree their company has open communication. By identifying inhibitors to performance in the workplace through frequent feedback, an employer can build a more efficient and fast-paced workforce. This will help employees to improve their output, plain and simple.

6. INCREASED INSIGHTS/ENGAGEMENT -> MOTIVATION-> BOTTOM LINE

Use employee insights to boost employee energy and morale. Engaged employees see 18% higher customer retention rates and can set you up to outperform competition with a less engaged workforce by 202%.

New Way vs Old Way

THE OLD WAY

- Long surveys cause attrition rates to rise and analytics then lose validity
- Infrequent surveys don't capture the day-to-day nuances that go on in the workplace
- Surveys are too complicated for what their intentions should be and they cause people to waste time with them
- Guidance is minimal with surveys causing leadership to lose direction with questioning
- Typically limited customization resulting in questions that aren't applicable or pertinent to your workforce
- Surveys tend to be very inaccessible
- Surveys are delivered at too low of a cadence and therefore have limited accuracy

THE NEW WAY

- Short one question polls have a much more likelihood for completion and honesty. In fact, they have a response rate increase of 21.5%
- Frequent feedback results in micro-analytics that can uncover small details detrimental to your company
- Our design was meticulously crafted for anyone to be able to pick it up and use it immediately resulting in an enjoyable user experience and little to no wasted time learning to use.
- Templates/workflows help to ease some of the lost feelings users can have when crafting effective questions for employees.
- Tons of customization to allow complete cohesion between your business and our platform.
- Get real-time feedback

Use the Interactive Calculator at: pollup.io/pricing.html



SCHEDULE A CONVERSATION AT POLLUP.IO TO LEARN MORE.

We thank you for reading. Our mission is to create unprecedented company unity and engagement. Our goal is to help your company and employees grow together for years to come.

-The PollUp.io Team