

# WHY IS EMPLOYEE ENGAGEMENT IMPORTANT TO YOUR BOTTOM LINE?



The difference between engaged employees and disengaged employees can mean a big hit to your bottom line. Does investing in your employees' training and engagement correlate to higher profit margins?

Well, check out these numbers, and see for yourself...



**71%** of American workers are not engaged or actively disengaged!



What's lost on disengaged employees?

## \$370,000,000,000

..... YES, that's BILLIONS!

Compared to those with a low Customer Experience Index (CXi), brands moving to a high CXi score can see millions, if not billions, in NEW revenue generated by improved customer experiences.<sup>2</sup>

### INCREASED REVENUE

RETAIL	AIRLINES	HOTELS
\$32 MILLION	\$590 MILLION	\$1.2 BILLION



Organizations with engaged employees increase operating income by 19% for a one-year period. Those with disengaged employees show a decrease of 34% during the same time.<sup>7</sup>



### EARNINGS-PER-SHARE GROWTH<sup>3</sup>



### OPERATING INCOME



Only 20% of employees have a clear line of sight between their work and organizational goals.<sup>4</sup>



only **37%** of employees UNDERSTAND what their organizations are trying to achieve.<sup>4</sup>

Electronics retailer **Best Buy** reports stores increasing employee engagement by just 1/10th of a point (on a 5-point scale) see a \$100,000 increase in sales for the year.<sup>1</sup>



This just in... Best Buy is now investing over **\$50 million** in employee training and technology to enhance customer experiences.

JCPenney stores with top 25% engagement scores generate more in sales per square foot than average. They also have more operating income than similar-sized stores in the lowest quartile.<sup>5</sup>



Above average engagement scores mean...

**10% MORE** sales per sq. foot  
**36% MORE** operating income than the average store.

Miller-Coors estimates saving

## \$1,721,760

in just one year by strengthening employee engagement.<sup>6</sup>

### HOW?

Well, the average costs of safety incidents are...  
**\$63** For an engaged employee  
**\$392** For a disengaged employee

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Sources:  
<sup>1</sup>According to the 2011 Employee Engagement Study by the Corporate Executive Board  
<sup>2</sup>According to the Forrester potential revenue model • <sup>3</sup>Research by Covey Institute • <sup>4</sup>Tower's Watson Workforce Study