



The
Happiness
Index

Introducing



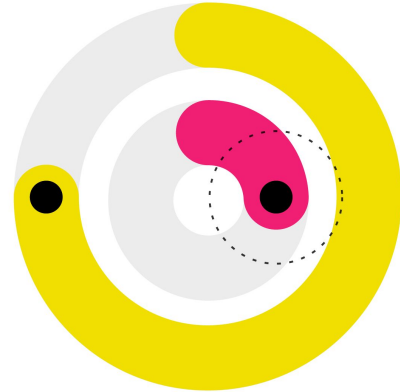
Perform ROI

The challenge



HR leaders know the power of a happy, engaged workforce.

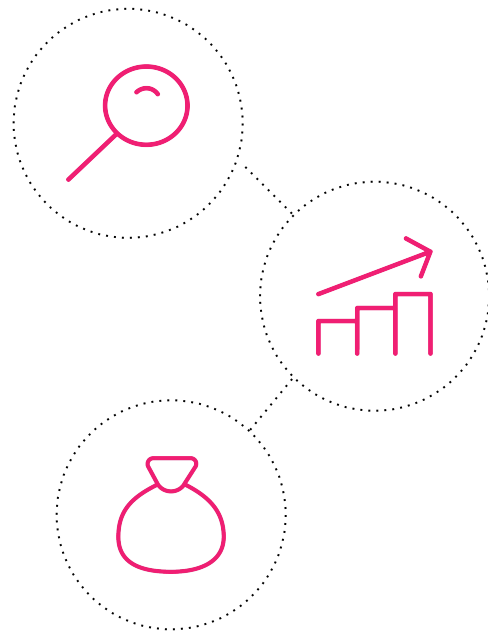
The challenge? Proving that impact to the wider business in terms they genuinely care about – think revenue, ROI and profitability!



The solution

Perform ROI is our consultancy service that bridges the data gap between HR initiatives and their impact on business outcomes – **demonstrating ROI**.

We provide you with clear intelligence on which people initiatives to launch, pause or expand for maximum **(and measurable)** impact.



Who is Perform ROI for?

Perform ROI is for organisations that want to create a culture of high performance that makes a commercial impact.

It's your ideal solution if you:

- Want HR to demonstrably boost commercial results.
- Face high customer acquisition costs
- Are looking to retain and upsell to existing customers
- Your people directly drive revenue from both new and existing customers.
- Have a workforce that accounts for a significant proportion (25%+) of your operating expenses.
- Employ large sales or customer-facing teams.

Where Perform ROI truly shines:

Retail, leisure & hospitality ✓ Non-profit ✓ Manufacturing ✓

Professional services ✓ SaaS ✓ Finance ✓ Construction ✓



What **insights** could this deliver?

Perform ROI models the impact of your people initiatives, providing clear intelligence on how HR directly influences:



Financial performance

- **Profitability & revenue:** Direct financial gains from HR strategies.
- **Customer metrics:** Impact on NPS, customer satisfaction, retention, upsells, and average customer spend.

Operational & talent dynamics

- **Employee performance & efficiency:** How people initiatives optimise operations and costs.
- **Employee retention & recruitment costs:** Clarity on attracting and keeping top talent.



Understand the business impact of your people initiatives



What action should you take?

How do you measure the outcome?

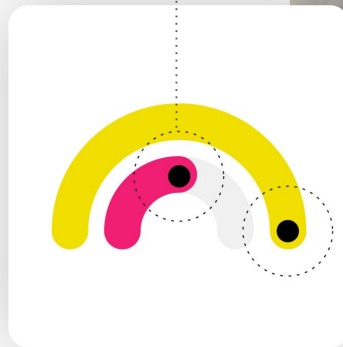


Discover more about **Perform ROI**



You have a good idea about **Perform ROI** now, but to really take your knowledge to the next level, why not jump on a call with one of our friendly experts so you can discover how it can uniquely help *your organisation* and *your people*.

Click below, and let's get started...





16%

lower employee churn is observed in happy employees compared to unhappy ones
- The Happiness Index



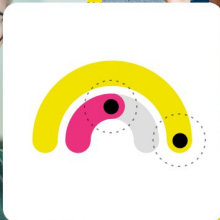
18

The number of employees a 1,000-person company retains annually by increasing engagement & happiness scores by just 1 point
- The Happiness Index



23%

Lower chance of employee churn for organisations that foster strong working relationships
- The Happiness Index



Thanks for your time

Any questions?

Don't be a stranger...



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