



The
Happiness
Index

Why us?

Unlocking your



greatest superpower

The #1 platform and consultancy for employee engagement and happiness. Uniting your organisation's head and heart.

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Introduction



You're ready to unlock the power of employee happiness through our innovative platform and expert consultancy services. Excellent!

The next step is getting buy-in from your organisation. This short guide will help you build a watertight business case for The Happiness Index and secure that crucial boardroom buy-in.

The half-told story: We know that engagement and happiness are fundamentally different, yet most employee listening solutions only give you half the story.

Our unique, neuroscience-based approach gives you the holistic insights you need to drive tangible performance. We link both happiness and engagement, providing the intelligence you need to create sustainable, data-led change.



The business case for employee engagement and happiness



Still think happiness is a fluffy metric? Think again. Our dataset of over **45 million+ data points across 170 countries**, shows engagement and happiness are very different and equally important. It's possible for someone to be happy and unengaged, or unhappy yet engaged. So why aren't you measuring both? Only by measurement can you achieve your organisational goals including...

Improve retention



Create an environment where your best people survive and thrive and they won't need to be replaced.

Unlock creativity



Empower your people to do their best work so they can deliver real business results.

Attract talent



Recruitment is expensive - let your culture do the talking and bring the best talent to you.

Increase productivity



Ensure your team has what they want and need to deliver for your organisation.

Listen at scale



Create a programme that grows as your organisation does.

Promote progression



Give your team the tools they need to unlock their own potential so they grow with you.

Your organisation's culture is your greatest superpower... We help you unlock it:

Our science-backed, data-led surveys and services take the guesswork out of employee feedback, empowering you to use your data to create sustainable change from your very first survey.

We have the numbers **to back it up**

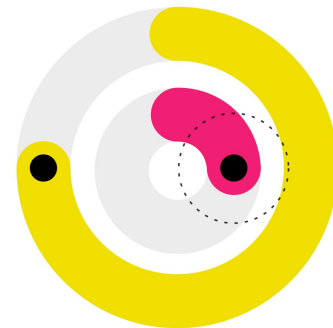


Our expertise allows us to create empathetic listening programmes that help our customers build **relationships, improve communications**, and ultimately **drive business growth**.

But don't just take our word for it. Here are some key insights from our extensive dataset that demonstrate the power of a robust listening strategy.

What our unique data reveals:

- Happy employees are **16% less likely to leave** your organisation than unhappy ones.
- For a 1,000-person company, increasing employee engagement and happiness scores by just **1 point on our scale can reduce annual turnover by up to 18 employees**.
- Strong, positive relationships with colleagues are the most impactful driver of employee retention. Our data shows a **23% lower likelihood of leaving** for those with strong connections.



Our results **say it all**



We don't just talk about happiness, we measure its profound impact. We've analysed over 45 million data points spanning 170 countries to provide unparalleled insights into workplace engagement, happiness, culture, and performance.

Positive impact on eNPS:

Customers working with The Happiness Index for three years saw their eNPS **increase 55%**, from an **average of 18.6 to an average of 28.8!**

10%



19%



55%



eNPS increase after +1 years

eNPS increase after +2 years

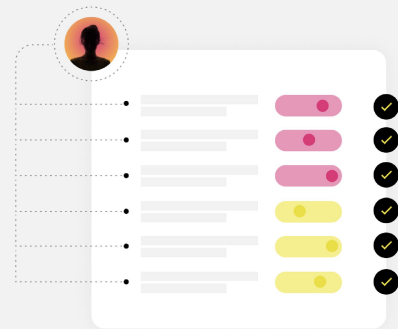
eNPS increase after +3 years

The Happiness Index vs other platforms

Key feature	THI	Culture Amp	Workday Peakon
Starting price	£	££	£££
Measure how people think (engagement) and feel (happiness)	✓	✗	✗
Free onboarding assets - posters, videos, email templates	✓	✗	✗
Contributing to global workplace happiness report	✓	✗	✗
In-house consultants to support action planning and ROI analysis	✓	✗	✗
Specific service to help train managers	✓	✓	✗
Use multiple filters in one search	✓	✓	✓
UK based account management	✓	✓	✓
On-demand customisable downloadable reports	✓	✓	✓
Build your own surveys	✓	✓	✓
Knowledge Hub with 24/7 access to resources	✓	✓	✓
Respond to feedback while maintaining anonymity	✓	✓	✓
Access all your data with anonymity guaranteed	✓	✓	✓



Insights based on data



45 million+
data points collected and analysed

- ✓ 5 Million employees
- ✓ 170+ countries



Dawn Browne
People & Talent Director
@ Fuller's

"The insight The Happiness Index platform has given has been so valuable. We have managed to address a lot of the concerns raised by quickly implementing new policies and adjusting comms."



Paul Walker
Chief Operating Officer
@ Vivobarefoot

"The single most useful employee health check and engagement tool I've ever used. Very simple therapy to anonymously report how you are, and why."

"Thank you, The Happiness Index."



Trusted by

dentsu



**Believe in
children**
Barnardo's

Westfield



FitchRatings



Softcat



See the rest of our [happy customers](#)

Chat with an expert **or book a free trial**

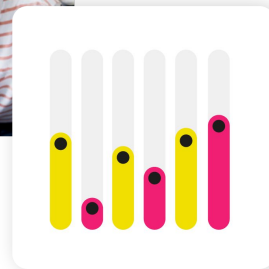
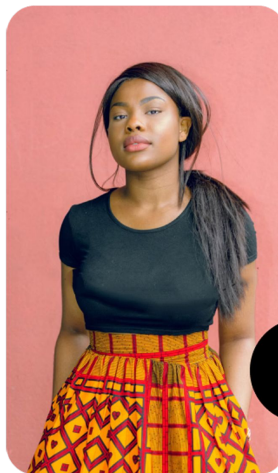
Now, it's time to invest in your people and turn insights into a truly happy workplace.

Beyond our platform, we also offer a range of **expert services** and consultancy options to help you accelerate your people strategy.

Are you ready to discover the power of your people?

Chat with an expert →

Book a free demo of the platform →





16% less churn

16% Lower employee churn is observed in happy employees compared to unhappy ones

– The Happiness Index dataset



57k cost savings

A 1-point increase in engagement and happiness scores, leads to annual cost savings ranging from £25,800 to £57,000.

– The Happiness Index dataset



23% retention boost

23% Lower chance of employee churn for organisations that foster strong working relationships

– The Happiness Index dataset



Thanks for your time

Any questions?

Don't be a stranger...



hello@thehappinessindex.com



thehappinessindex.com



The Happiness Index



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