The Employee Experience Index

A new global measure of a human workplace and its impact
The Employee Experience Index

Introduction

We are in the midst of a major transformation in the workplace. In the industrial era, the focus was on task-oriented laborers whose primary output came from their hands. In the information age, knowledge embodied in employees became a central component of the economy.

Now we are entering the cognitive era. In this new era, in which machines are able to learn, reason and interact with humans naturally, the boundaries between people and technology become blurred.

Rather than diminishing the role of people, in the cognitive era people are at the forefront of working with and realizing the benefits from new technologies to achieve more than was ever possible before. In fact, the cognitive era is just as much the human era. It is a time when work can be a more rewarding experience for employees.

Recognizing that “the battle for the hearts and minds of employees is played out daily through their workplace experiences,” organizations are now reexamining their employees’ experience at work as a path to improved job performance and sustained competitive advantage.

So what is the ideal employee experience at work? The IBM Smarter Workforce Institute and Globoforce’s WorkHuman® Research Institute joined forces to conduct a major, global research study to find out. As a starting point, we conceptualize employee experience as a positive and powerful – and ultimately human – experience, in which employees are able to invest more of their whole selves into the workplace.

We then aimed to answer three questions:

• What is the ideal employee experience in today’s workplace?
• What impact could a positive employee experience have on key outcomes?
• How can organizations drive more positive and human employee experiences?

The answers to these questions resulted in the development of a new Employee Experience Index alongside a set of leadership and organizational practices to create more positive employee experiences. These new tools will enable HR and business leaders to inspire and energize their workforces towards greater well-being and performance.

“Now we are entering the cognitive era. It is a time when work can be a more rewarding experience for employees.”
Development of the new Employee Experience Index

Our research study
To understand and measure what makes an optimal working experience for employees, industrial-organizational psychologists and experts in HR consulting from both IBM and Globoforce undertook a three-phase research study:

- **Phase 1: Literature review and construct identification**
  Using scientific literature in positive psychology, humanistic psychology and behavioral science as our starting point, we identified a number of constructs that relate to a more positive employee experience, and created a large pool of survey items to measure those constructs.

- **Phase 2: Construct measurement**
  To measure the employee experience constructs, a global survey of more than 23,000 employees in 45 countries and territories across many different industries and job functions was conducted. The resulting data were then subjected to a series of statistical analyses to assess and validate the psychometric properties of the survey items and related constructs.

- **Phase 3: Index and driver definitions**
  Finally, the constructs and associated items were summarized into (1) an index reflecting employee experience, and (2) key leadership and workplace practices that can be leveraged to positively affect employee experience.

The Employee Experience Index
Following our review of the literature, we define the employee experience as:

*A set of perceptions that employees have about their experiences at work in response to their interactions with the organization.*

With this definition as a guiding framework, we developed a 5-dimension, 10-item index to capture the core facets of employee experience. The Employee Experience Index measures:

- **Belonging** – feeling part of a team, group or organization
- **Purpose** – understanding why one's work matters
- **Achievement** – a sense of accomplishment in the work that is done
- **Happiness** – the pleasant feeling arising in and around work
- **Vigor** – the presence of energy, enthusiasm and excitement at work

Having built the Index, our study went on to look at what drives employee experience and what outcomes organizations can expect when they create a more positive and human organization. The framework for these relationships is shown in Figure 1. As the framework shows, employee experience has its beginnings in the direction and support of leaders and managers, who drive organizational practices that create the employee experience. Ultimately, a positive employee experience is associated with improved employee outcomes such as better job performance, increased discretionary effort and higher retention.
The Employee Experience Index

Employee experience linked to performance and retention

Our research reveals that employees who experience a sense of belonging, purpose, achievement, happiness and vigor are more likely to perform at higher levels and contribute “above and beyond” expectations. They are also less likely to quit.

Positive employee experience linked to better work performance

Workers with Employee Experience Index scores in the top quartile are more likely to report high levels of work performance than those whose scores are in the bottom quartile (23 percentage points higher) (Figure 2).

Self-reported work performance was measured by respondents reporting that, in the last three months, they had been very productive at work, worked hard to get the job done on time, and completed work to a high standard.
Positive employee experience linked to more effort
More dramatically perhaps, employees with more positive experiences at work are much more likely to report significantly higher levels of discretionary effort. In fact, discretionary effort is almost twice more likely to be reported when employee experience is positive (95 percent compared to 55 percent) (Figure 3).

The results of these analyses suggest a positive employee experience can contribute to higher motivation to apply extra effort at work and go “above and beyond” typical job responsibilities.

Figure 3. Employee experience is positively associated with discretionary effort at work

Discretionary effort

| Top 25% highest Employee Experience Index scores | 95% |
| Bottom 25% lowest Employee Experience Index scores | 55% |

Positive employee experiences linked to retention
Talent retention is a challenging issue for many organizations. The good news is that a more positive employee experience could help. Our analysis reveals that employees with low Employee Experience Index scores are more than twice as likely to say they want to leave compared to those with more positive experiences. The difference is more than 20 percentage points (44 percent vs. 21 percent) (Figure 4) and means that employees with positive experiences are 52 percent less likely to intend to leave their organizations.

Figure 4. Positive employee experience is associated with lower turnover intention

Intent to leave

| Top 25% highest Employee Experience Index scores | 21% |
| Bottom 25% lowest Employee Experience Index scores | 44% |

Creating the ideal employee experience
Our study has clearly made the case that employee experience matters. The question that naturally arises is “what can organizations do to improve employee experience?” We examined two primary sets of driving factors – leadership and workplace practices – that can provide organizations with the tools and insight they need. A preliminary exploration of these workplace behaviors and practices is provided below.

Leadership sets the stage
Leaders and managers play a powerful role in setting the overall tone and direction of an organization, effectively setting the stage for a more positive employee experience. This begins with a high level of clarity around future direction and why employees matter in successfully moving the organization forward.

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*Discretionary effort refers to employee activities that are beneficial to the organization but not necessarily part of the job. It was measured by respondents reporting that they were always willing to give more effort to get the job done, they enjoyed devoting a lot of extra effort to their work, and consistently went above and beyond what is expected of them at work.

*Turnover intention was measured by respondents reporting that, within the next six months, they were seriously considering leaving their organization and planning to look for a new job.
Our data suggest there is room for improvement. For instance, 44 percent of employees do not feel their senior leaders are providing clear direction about where the organization is headed. Providing more clarity would help senior leaders to more fully align employees and their behaviors with organizational goals.

Managers also play a crucial role in creating a positive work environment, by providing a level of personalized support and commitment to their teams. More than one third (37 percent) of employees in our sample do not feel their managers were effective in serving and supporting the team.

**Human workplace practices make the experience**

Leadership initiates momentum towards a positive employee experience, while workplace practices carry that momentum forward.

Organizations are paying closer attention to the employee experience as a source of competitive advantage. At the same time, employees are bringing much higher expectations to the workplace and making greater demands of their work experiences. Practices that acknowledge the uniquely human qualities of the workplace address these new expectations. These practices can be viewed across multiple levels: **environment, work and person.**

**The Environment**

Employees increasingly expect to trust their organizations to be responsible and act with integrity in dealing with all manner of stakeholders, including employees themselves. When those expectations are met, a full 83 percent of respondents describe a positive employee experience, 46 percentage points higher than when those expectations are unmet. See Figure 6.

Supportive coworker relationships are also an important driver of a positive work experience. When those relationships are present in the workplace, employees report a much more positive employee experience than when that support is absent (77 percent compared to 35 percent). (Figure 6).
The Work

The drivers of employee experience also extend to the work itself. Meaningful work ensures that employees’ skills and talents are being fully utilized and there is greater alignment to shared, core values. According to our data, the presence of these features is related to a 50 percentage point increase in employee experience (Figure 7). Employee experience is just 29 percent when employees do not report their work is consistent with organizational values, compared to an employee experience index score of 80 percent when employee work is consistent with those core values.

Also critical to positive employee experiences are feedback and recognition of performance, as well as opportunities for professional development and growth. Eighty-three percent of employees who receive recognition of their performance, and 80 percent of those receiving feedback, reported a positive employee experience, compared to 38 and 41 percent, respectively, of employees who did not (Figure 8).

The Person

Shifting the focus to practices that impact individuals themselves, a positive employee experience emphasizes the benefits of greater freedom through empowerment and opportunities for voices to be heard. Also important is the time for employees to pursue non-work activities and recharge.

Within a human workplace employees are given the freedom to decide, and opportunity to participate in, determining how work is best accomplished. Employees who feel their ideas and suggestions matter are more than twice as likely to report a positive employee experience than those who don’t (83 percent vs. 34 percent). A similar pattern emerged among employees who have the freedom to decide how to do their work (79 percent vs. 42 percent). (Figure 9).
员工体验指数

更积极的员工体验也与员工对工作和生活的灵活性有关。我们看到工作时间的灵活性对员工体验存在31个百分点的差异（图10）。同样，当员工有机会在不工作时充电时，员工体验存在35个百分点的差异（图10）。

员工体验和参与

现有关于员工参与的研究已经帮助组织更好地理解员工在组织中的预期状态。9参与的员工对组织感到自豪和满意，并为组织的持续发展和保持在组织中的意向。10

然而，员工参与可能无法反映员工在工作中的整体体验。除了参与外，这项新研究还引入了员工体验，并提出了一种全面而综合的观点，以反映员工在工作中的体验。

事实上，员工体验和参与是相辅相成的，反映了员工的工作状态。例如，如图11所示，当员工对工作体验持积极态度并高度参与时，他们对自己的工作充满热情；当员工对工作体验持消极态度并低参与时，他们似乎表现出冷漠。

图9. 授权和表达与积极的员工体验

员工同意他们的想法和建议很重要时：

- 83% 员工表示有更积极的员工体验

当员工同意他们有自由决定如何工作的权利时：

- 79% 员工表示有更积极的员工体验

图10. 工作生活平衡与积极的员工体验

- 79% 员工表示有更积极的员工体验

当员工同意他们的工作时间安排足够灵活以满足家庭/个人责任时：

- 77% 员工表示有更积极的员工体验

图11. 理想的高参与度的员工，他们有积极的工作体验。

内容：

- 满意
- 激情
- 冷漠
- 恼怒

来源：WorkTrends™ 2016 年全球样本，IBM/Globoforce 员工体验指数研究（n=23,070）

注意：上述分数均为有利同意水平，反映问卷问题的同意度级别。

现有的员工参与研究已经帮助组织更好地理解员工在组织中的期望状态。9参与的员工为组织感到自豪，并且愿意为组织的未来而奋斗，他们也倾向于留在组织中。10

然而，员工参与可能无法讲述员工在工作中的整个故事。与员工体验并存的参与，这项新研究引入了员工体验，并提出了一个全面而综合的观点，以反映员工在工作中的体验。

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图11. 理想的高参与度的员工，他们有积极的工作体验。

来源：WorkTrends™ 2016 年全球样本，IBM/Globoforce 员工体验指数研究（n=23,070）

注意：上述分数均为有利同意水平，反映问卷问题的同意度级别。
Conclusion and recommendations
Our study identified five components of employee experience — belonging, purpose, achievement, happiness, and vigor — and developed an instrument that diagnoses the level of employee experience based on the survey responses from 23,000 employees in 45 countries and territories. Our analyses reveal that more positive employee experiences are linked to better performance, extra effort at work, and lower turnover intentions.

We also identified the key organizational practices that drive more positive employee experiences: organizational trust; coworker relationships; meaningful work; recognition, feedback and growth; empowerment and voice; and work-life balance. Additional insights about the drivers of employee experience will be described in a future paper.

Several recommendations emerge for cultivating more positive work experiences and achieving better outcomes:

Diagnose
• Listen regularly to the voice of your employees (through platforms such as census and pulse surveys, social listening, etc.) to understand the nature of their experiences at work.
• Conduct a drivers analysis to diagnose the culturally relevant workplace practices that are strengths to build upon or areas for improvement.

Act
• Recognize the unique role that leaders and managers play in defining employees’ work experience, and enable managers to design experiences consistent with core values.
• Ensure the organization’s actions are conveying the values intended and nurture an environment that reinforces mutually supportive coworker relationships.
• Help employees understand the deeper meaning of their work and how it contributes to the wider organizational purpose and goals.
• Treat performance as a continuous conversation, fueled by social recognition, feedback and growth opportunities.
• Offer employees opportunities to participate in decision-making and trust them with the autonomy they need to find the best paths to achieving success.

“More positive employee experiences are linked to better performance, extra effort at work, and lower turnover intentions.”
Appendix: Demographic analyses of Employee Experience Index

Employee Experience Index scores by dimension
The global Employee Experience Index score from our research sample is 69 percent. This is positive, but leaves significant room for improvement. Of the five dimensions of the Employee Experience Index, happiness is the highest (74 percent) and vigor at work is the lowest (62 percent) (Figure 12).

Employee Experience Index scores by job level
It appears that the more senior you are, the more positive your employee experiences (Figure 13). Individual contributors (employees who do not manage others) report a lower level of employee experience (63 percent) than managers (79 percent), a gap of 16 percentage points.

In fact, such a gap is not unique to the concept of employee experience. In other studies of worker opinions, we often find that managers tend to answer a range of work attitude questions more positively than individual contributors. One possible explanation could be that managers are more likely to be involved in decision making in organizations, and involvement is associated with positive attitudes.¹¹

Employee Experience Index scores by generation
Despite the popularity of the notion of generational differences, scientific research suggests that differences in work attitudes are generally very small.¹² In fact, an IBM Smarter Workforce Institute study showed that only 0 to 2 percent of work attitude differences can be attributed to generation.¹³

In line with these previous findings, our research reveals no significant differences across generations in their employee experiences (Figure 14). All generations report similar levels of the employee experience dimensions.

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Note: The scores are reported as percent favorable, the average level of agreement across the ten items in the Index.

Figure 12. Employee Experience Index scores

<table>
<thead>
<tr>
<th>Employee Experience Index</th>
<th>Belonging</th>
<th>Purpose</th>
<th>Achievement</th>
<th>Happiness</th>
<th>Vigor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>70%</td>
<td>70%</td>
<td>69%</td>
<td>74%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Note: The scores are reported as percent favorable; that is, the Employee Experience Index score is the average level of agreement across the ten items in the Index. The score for each employee experience dimension is the average level of agreement across the two items that measure that dimension.

Figure 13. Employee Experience Index scores vary by job level

<table>
<thead>
<tr>
<th>Job Level</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributor</td>
<td>63%</td>
</tr>
<tr>
<td>Front-Line Supervisor</td>
<td>74%</td>
</tr>
<tr>
<td>Mid-Level Manager</td>
<td>79%</td>
</tr>
</tbody>
</table>

Source: WorkTrends™ 2016 Global sample for the IBM/Globoforce Employee Experience Index Study (n=23,070)
Note: The scores are reported as percent favorable, the average level of agreement across the ten items in the Index.

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In line with these previous findings, our research reveals no significant differences across generations in their employee experiences (Figure 14). All generations report similar levels of the employee experience dimensions.
Recognized and employee experience

The need to be recognized and appreciated is deeply ingrained in us. As a result, we would expect that employees in organizations with recognition programs are more likely to receive acknowledgment and recognition for a job well done and, consequently, to have a more positive employee experience.

Our research confirms this is the case (Figure 15). Employees who report that their organizations offer recognition programs, and particularly those that provide rewards based on demonstrating core values, have considerably higher Employee Experience Index scores than those in organizations that do not offer formal recognition programs (81 percent vs. 62 percent).

Teams and employee experience

Social relatedness is a basic need of human beings and that need is often met in people's work interactions with each other. This is reflected in our Employee Experience Index; our research confirms that employees working in a team report more positive work experiences than those who work on their own (73 percent vs. 61 percent) (Figure 16).

In sum, our survey results reveal that Employee Experience Index levels vary by job level, whether employees work as part of a team or as an individual, and whether the organization offers recognition programs. A future report will examine cross-country differences of the employee experience.

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*Figure 14. No difference in employee experience across generations*

<table>
<thead>
<tr>
<th>Generation</th>
<th>Employee Experience Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>69%</td>
</tr>
<tr>
<td>Generation X</td>
<td>68%</td>
</tr>
<tr>
<td>Boomers</td>
<td>72%</td>
</tr>
</tbody>
</table>

Source: WorkTrends™ 2016 Global sample for the IBM/Globoforce Employee Experience Index Study (n=23,070)
Note: The scores above are reported as percent favorable, the average level of agreement across the ten items in the Index.

*Figure 15. Recognition programs linked to greater employee experience*

<table>
<thead>
<tr>
<th>Recognition Program Status</th>
<th>Employee Experience Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, we have a program that provides awards based on demonstrating our core values</td>
<td>81%</td>
</tr>
<tr>
<td>Yes, we have a recognition program, but it's not tied to our core values</td>
<td>69%</td>
</tr>
<tr>
<td>No, we have no formal recognition program at my company</td>
<td>62%</td>
</tr>
</tbody>
</table>

Source: WorkTrends™ 2016 Global sample for the IBM/Globoforce Employee Experience Index Study (n=23,070)
Note: The scores above are reported as percent favorable, the average level of agreement across the ten items in the Index.

*Figure 16. Teamwork linked to a more positive employee experience*

<table>
<thead>
<tr>
<th>Work Environment</th>
<th>Employee Experience Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work as part of a team</td>
<td>73%</td>
</tr>
<tr>
<td>Work as an individual</td>
<td>61%</td>
</tr>
</tbody>
</table>

Source: WorkTrends™ 2016 Global sample for the IBM/Globoforce Employee Experience Index Study (n=23,070)
Note: The scores are reported as percent favorable, the average level of agreement across the ten items in the Index.

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About WorkTrends™
WorkTrends™ is a research program initiated in 1984, originally designed to track trends in specific workforce themes over time. WorkTrends has evolved to a large global online survey completed by workers from a cross-section of industries around the world, on a variety of contemporary topics of interest to HR and business leaders. In 2016, the WorkTrends survey was administered by the IBM Smarter Workforce Institute in 45 countries and territories, in a cross-section of industries, thousands of different organizations and all major job families. Globoforce was a key collaborator on the employee experience content of the 2016 WorkTrends survey.

About IBM and the IBM Smarter Workforce Institute
Today’s human resources organizations need to attract and grow top-performing talent, create engaging social and collaborative cultures, and connect the right people to get work done. IBM solutions combine market-leading talent management and social collaboration tools with the power of workforce science and advanced analytics. We help organizations build impassioned and engaged workforces, and deepen client relationships that can lead to measurable business outcomes. To learn more about IBM Smarter Workforce solutions and services, please visit www.ibm.com/software/smarterworkforce

The IBM Smarter Workforce Institute produces rigorous, global, innovative research spanning a wide range of workforce topics. The Institute’s team of experienced researchers applies depth and breadth of content and analytical expertise to generate reports, white papers and insights that advance the collective understanding of work and organizations. This white paper is part of IBM’s on-going commitment to provide highly credible, leading-edge research findings that help organizations realize value through their people.

To learn more about IBM Smarter Workforce Institute, please contact us at ibmswi@us.ibm.com. Follow @IBMSmtWorkforce on Twitter or visit our website: www.ibm.com/software/smarterworkforce/institute

About Globoforce and the WorkHuman Research Institute
Globoforce is a leading provider of social recognition solutions, helping companies build stronger, more human cultures through the power of thanks. Named one of the Best Workplaces by the Great Place To Work® Institute, Globoforce is trusted by some of the most admired companies in the world to inspire and energize employees and create best places to work. Our award-winning SaaS technology and proven methodologies empower HR and business leaders to take a modern, more strategic approach to recognition programs. What results is measurable business success, qualified by increases in employee engagement, retention and productivity. The company pioneered the WorkHuman movement, created to galvanize organizations and leaders worldwide to create a more human workplace. Globoforce is co-headquartered in Southborough, Massachusetts, and Dublin, Ireland.

The WorkHuman Research Institute at Globoforce is dedicated to the understanding and application of global workplace practices that create more engaged, productive, and ultimately more human work cultures. In collaboration with leaders in the human resource industry and global research experts, the WorkHuman Research Institute publishes original research on current trends that affect and influence the employee experience, culture management, and leadership.
References


