

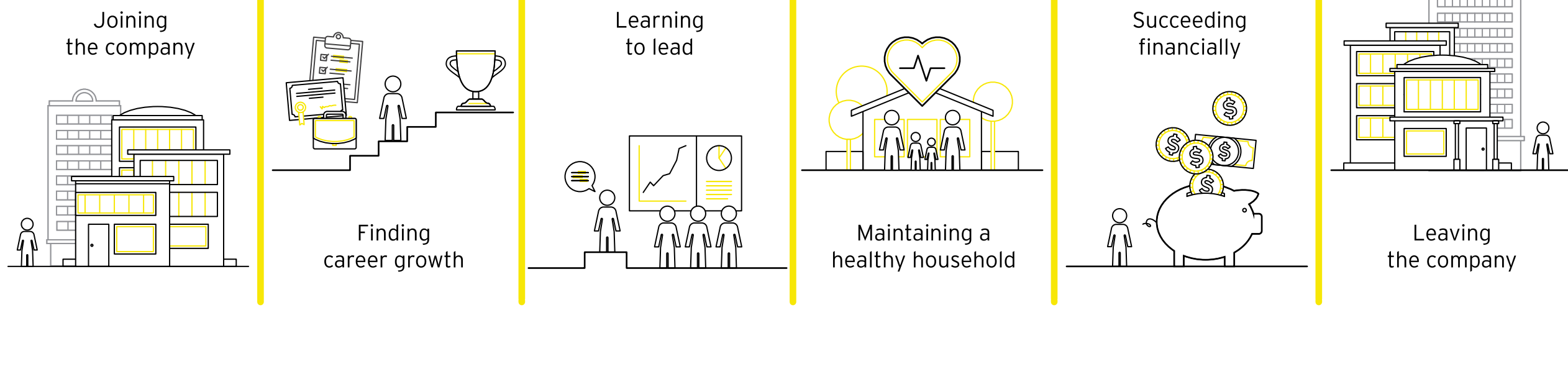
Do You Show What You Tell?

Realigning the Employee Journey with the Employee Value Proposition

First, a refresh on definitions:

Employee Value Proposition (EVP)

A confident promise of the employee experience at your company that's meant to aid in both recruitment and retention



Employee Journey

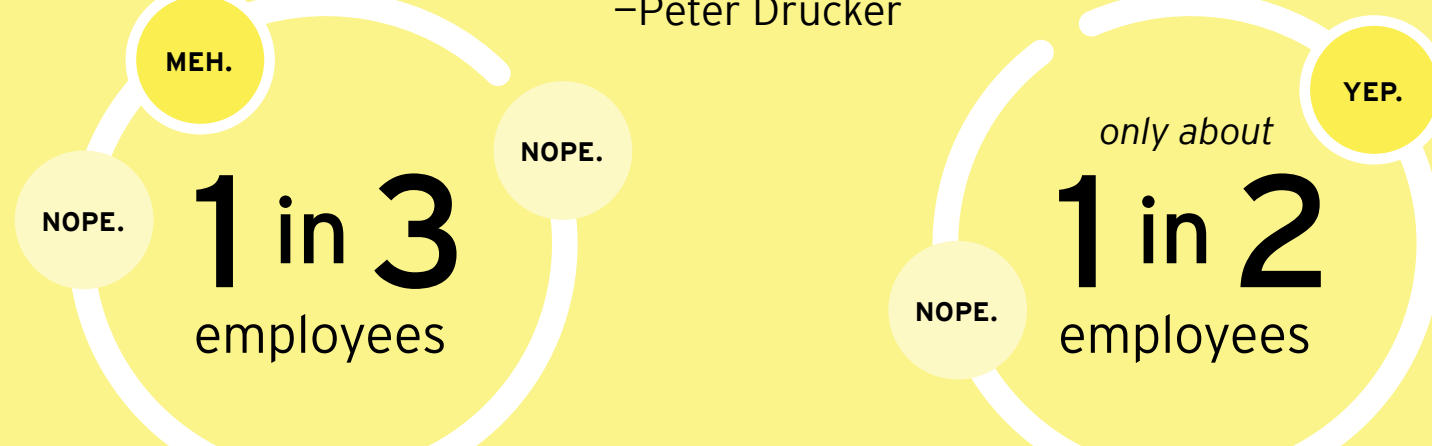
The six discrete touchpoints (see above) at which employees experience your company and its resources and benefits. Ideally, this is the EVP come to life

(Obvious) conclusion:

The EVP, if it means a lot, should permeate every touchpoint of the employee journey. But it seems that's not the case. Do some web research on the EVP, and you'll find that it's mostly discussed through the lens of recruitment only. We sussed it out in the Evive Q4 2020 National Employee Journey Survey:

"Culture eats strategy for breakfast."

—Peter Drucker



are neutral at best on the idea that there is alignment between their employer's EVP and the values it shows on a daily basis

feel that they will be an advocate of their company when they leave it one day

So, how about that employee journey?

Are you on it?

Here are just a few of the opportunities for improvement that Evive uncovered in our Q4 2020 National Employee Journey Survey:



Joining the company is a key period: new hires are optimistic, excited, and curious. (They're also bombarded with tons of information in a small period of time and the need to make key benefits decisions almost immediately—making this special time a bit stressful, too.)

BUT...

1 in 4 employees

found their onboarding experience **unstructured**



...and that's bad news when you consider this is the time to impress. Don't forget:

1 in 3 new hires

quit within the first 90 days

Joining the company

Career growth can mean a lot of things given the profession, person, and role, but it usually centers around skill development and a positive employee-manager relationship to go along with it.

BUT...

4 in 10 employees

disagree that there is a clear path for career growth + advancement at their company



Finding career growth

Learning to lead demands a unique skill set out of even the most well-versed individual contributor. Still, it's an area that not only brings new financial rewards, but swings the door open wide to huge personal growth opportunities.

BUT...

1 in 3 employees

disagree that their manager is committed to their career growth



Learning to lead



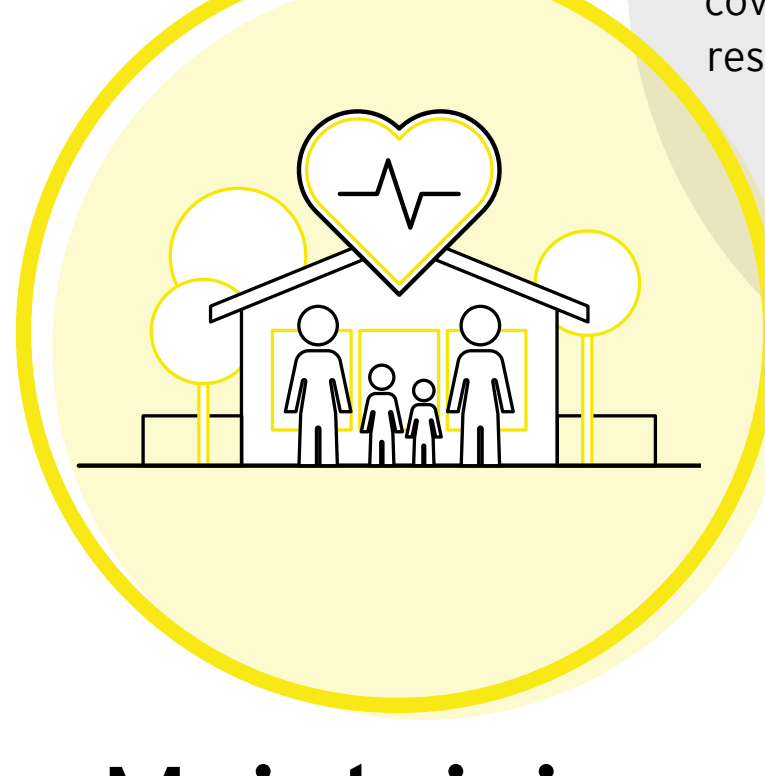
Quick aside on NPS: Scores range from -100 to 100. A negative score indicates trouble, and some even say that below 25 is not ideal.

Maintaining a healthy household is an ongoing journey-point; but it's greatly facilitated by employer offerings like health coverage and mental health and well-being resources—all reinforced by sick PTO days.

BUT...

-3 NPS

was given by employees when asked if they would recommend their employer (based on Health + Wellness benefits)



Maintaining a healthy household

Succeeding financially is yet another moving bar in the employee journey—and when the employer really shows that they're helping drive that success story forward for the individual, it becomes a completely worthwhile investment on both ends.

BUT...

1 NPS

was given by employees when asked if they would recommend their employer (based on Financial + Retirement benefits)

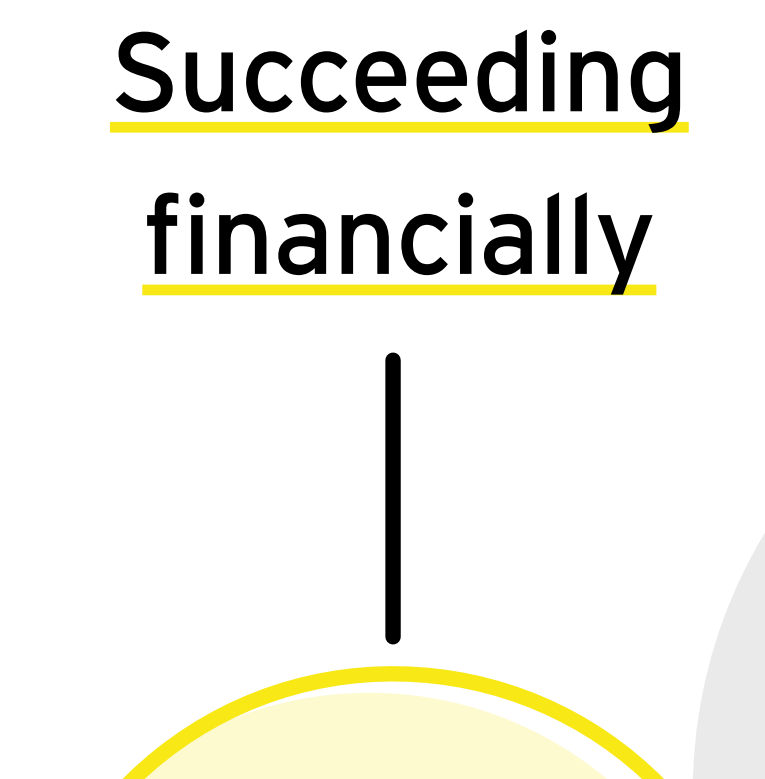


Succeeding financially

...coupled with this low sentiment is an alarming educational gap:

2 in 5 employees

expect their healthcare costs in retirement to be \$50K or less. The reality? \$387K for a couple, or \$193K per person.



Leaving the company

Leaving the company is not a "so long"—not so long as you've been enacting your EVP throughout the rest of their journey! Now there's opportunity for alumnship (possibly including part-time or seasonal work), friends and family referrals, and potentially even lifetime customer loyalty.

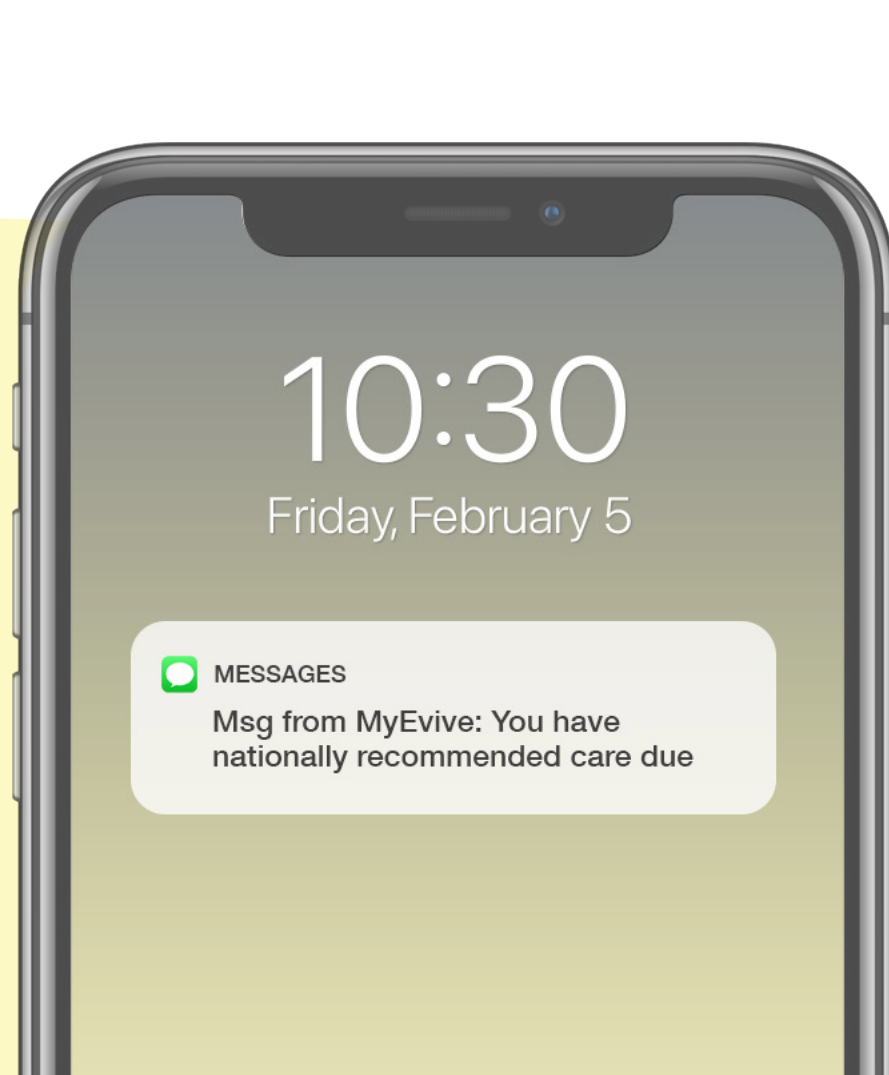
BUT...

only about **(48%)** of employees

feel that they will be an advocate of their company when they leave it one day

Quick billboard

If you're on this journey as an employer—and want to make the road a lot smoother for everyone involved—you might want to chat with us over here at Evive about our automated, personalized messaging technology. Simply put, we ingest rich employer and ecosystem datasets so we can deliver the right message to the right person at just the time, driving the employee journey forward with "campaigns of one," for everyone.



Hi, we're Evive.

We change the way companies communicate. Starting with rich healthcare and HR data sources, we use our proprietary predictive analytics and behavioral science expertise to automate "campaigns of one," highly segmented, multimodal outreach that connects the right person to the right resource at the right time. This meaningful messaging drives measurable outcomes, supercharging companies' diverse strategies around cost containment and employee experience optimization. We're here to show that data delivers.