

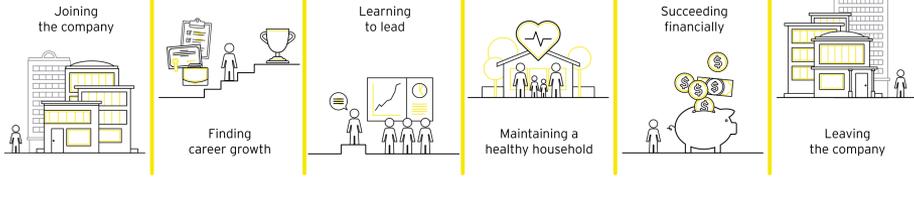
Do You Show What You Tell?

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

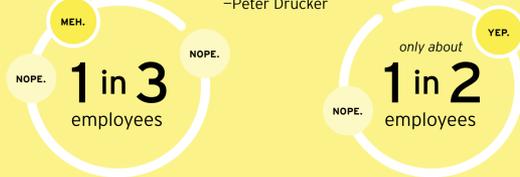
The six discrete touchpoints (see above) at which employees experience your company and its resources and benefits. Ideally, this is the EVP come to life.

Reality Check

A meaningful EVP should permeate every touchpoint of the employee journey, but all too often, that's not the case. The EVP is commonly discussed in the context 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...



found their onboarding experience unstructured



Joining the company

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



quit within the first 90 days



Finding career growth

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...



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

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...



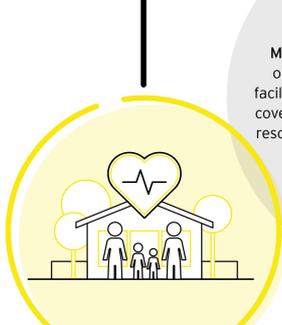
disagree that their manager is committed to their career growth



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

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...



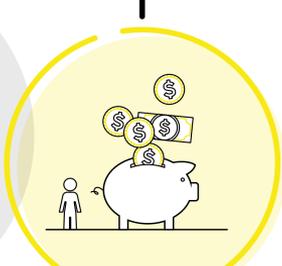
was given by employees when asked if they would recommend their employer (based on Health + Wellness benefits)

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...



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

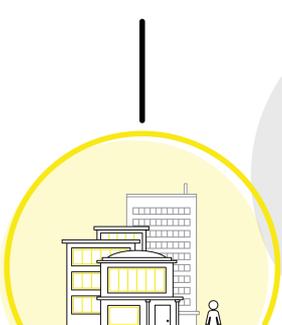


Succeeding financially

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



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...



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

Start today.

If you're on this journey as an employer and want to make the road smoother for everyone involved, download our **Jumpstarting the Employee Journey eBook** to learn how to elevate the employee experience at your company—and how Evive's automated, personalized messaging technology can help.

[Download the eBook](#)



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.