

**workhuman\***

# Lifting and Quantifying the Employee Experience in Financial Services

**WHY WORKHUMAN IS YOUR TRUSTED PARTNER**





Skilled professionals continue to leave the financial services profession, and not enough new people are joining. Those who intend to leave their employer in the next 12 months are 5x more likely to feel disengaged than people who intend to stay.

Our employee recognition and experience platform at Workhuman®, backed by more than 100 million data points derived from the interactions of real, actual humans, helps your organization alleviate this unhappiness while recognizing the value and potential of every employee.

# Key findings from Workhuman customers include:

## 2.5x

Employees who receive recognition are 2.5x less likely to leave than those who have never been recognized, and those who give recognition are 2x less likely to leave than those who only receive recognition.

Source: [First Tech Federal Credit Union case study](#), Workhuman, 2021

## 1/2

Turnover is cut in half for employees receiving 10-12 recognition awards per year, compared to those who receive none.

Source: [Citizens case study](#), Workhuman, 2021

## 76%

Employees who receive monetary recognition, as opposed to e-thanks or no recognition, indicate a 76% favorable rating to the question, "I share a strong connection with my colleagues."

Source: Blinded multinational investment bank case study, Workhuman, 2024

## Your peers find value in recognition.

Some of the world's most forward-thinking finance organizations are Workhuman customers:



# And they've spoken: We're #1.



Workhuman has driven engagement, productivity, and retention for our customers for more than 25 years. No wonder we've been recognized by G2 and Gartner, among others.

So, why settle for second-rate recognition when you can partner with the best of the best?

## Workhuman has everything you need to build an engaged culture in finance.

**Actionable insights:** Workhuman® iQ, the most comprehensive AI-powered human intelligence solution on the market, uses data from 100M+ recognition moments to understand the overall employee experience. Use these insights, analyzed by our multidisciplinary team of experts, to uncover elusive pain points, identify improvement opportunities, and solve real challenges.

**Inclusive innovations:** Inclusion Advisor, the industry's first DEI coach, uses AI and natural language processing to mitigate implicit bias and foster inclusion in real time – all while maintaining employee privacy and dignity. According to Workhuman research, 75% of people choose to make a change to their language when unconscious bias is flagged.

**Seamless integrations:** The Workhuman platform can be wherever your people are, integrating with critical workplace applications like Microsoft Teams, Outlook, Slack, Workday, and more. With our open API, Workhuman fits seamlessly into your workflow and enables real-time recognition.

**Global rewards:** Employees in 180+ countries can redeem points for merchandise, gift cards, and global charity options. We offer a mobile app and broad language support, and have deep expertise in many cultural, financial, and operational dynamics, including unions and works councils.

**Unmatched expertise:** The Workhuman® Consulting Practice, a team of experts with backgrounds in HR, benefits, recognition, and strategic communications, empower clients and speak your language. They'll help you set up your program, get it launched, and support your ongoing success.

**Let's dig in deeper.**

## **Demonstrate hard-dollar ROI with recognition.**

Disconnected work cultures demand more than the same old tricks. With decades of experience delivering breakthrough data and measurable client outcomes, we've developed battle-tested best practices that give us absolute confidence we'll do the same for you.

We know budgets are finite, so we do everything we can to make every dollar you spend with us worth it. How would you feel about having fingertip-ready access to data that transforms the feel-good aspects of recognition into quantifiable business results?

**“As a manager and leader, I really appreciate all the data and analytics that are there to help see how your team is participating and how others are recognizing them.”**

**MICHELLE HECHT**

Head of Corporate Affairs, Executive Vice President  
Citizens

Source: [Citizens case study](#), Workhuman, 2021

What differentiates Workhuman from any other recognition provider is our ability to elevate recognition beyond a tactical program of appreciation and rewards. The Workhuman platform is a strategic, measurable part of our customers’ overall talent strategy. The human intelligence data within demonstrates how the program impacts key metrics leaders care about through hard-dollar ROI, and helps managers improve dashboards through [advanced reporting](#) and customization.

Each employee interaction (e.g., nominations, feedback, assessments) provides a unique data point that reveals trends and insights into employee behavior, inclusion, and company culture. This data is synthesized, along with natural language processing, so you can better understand what’s going on in your company – and act on it.

Workhuman iQ paints a vivid picture of an organization's strengths and challenges, such as:

- Retention insights to help mitigate flight risk
- Emerging trends and themes that hinder company culture
- Deep analysis of soft skills across teams and business units
- Greater understanding of equity across the business



**Engagement in populations with higher levels of [recognition program] adoption was higher. It's not causation, but there is a relationship between recognition and retention and recognition and engagement.**

**ZOE KASPER**

Assistant Vice President, Employee Experience  
Lincoln Financial Group

Source: Workhuman® Live, breakout session, San Diego, 2023

Jump ahead further with Workhuman iQ & AI Assistant, an AI tool designed to monitor and improve the effectiveness of your culture and employee experience programs. Using your own data paired with Workhuman research, AI Assistant proactively offers up insights related to skills, performance, productivity, culture, talent mobility, flight risk, and more. Get rapid-fire analysis for a holistic view and use open-ended prompts to generate reports and highlights that leaders and managers can absorb and put into action.

All told, AI Assistant can showcase how your strategic investments are transforming company culture in three ways:

## ONE

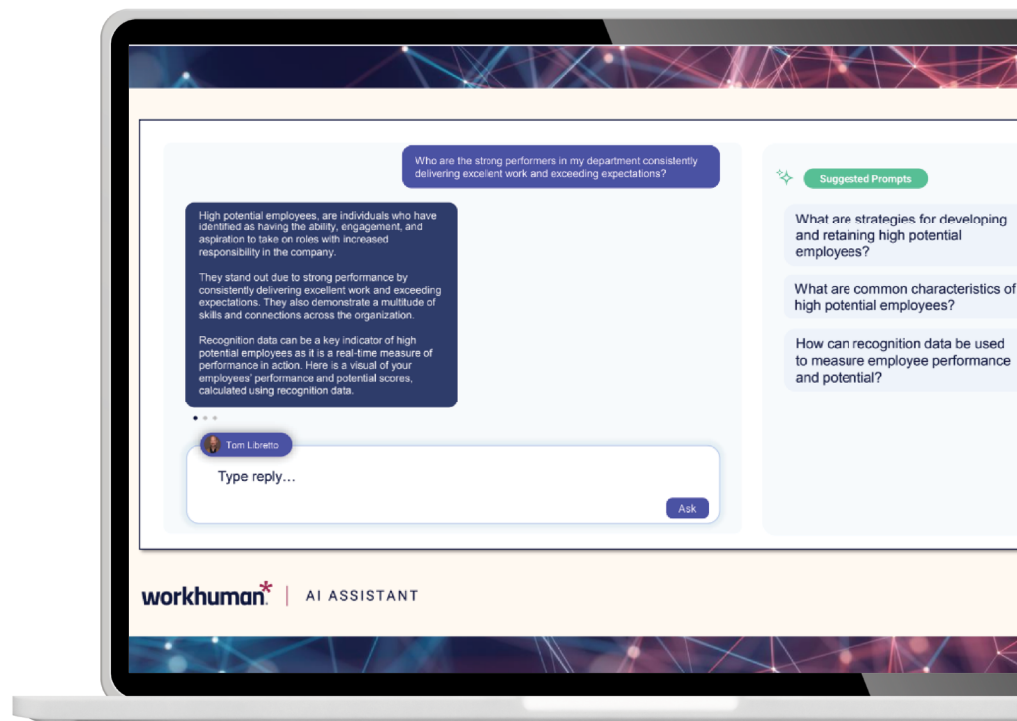
**Less spreadsheets, more stories.** See trends in different areas and capture a holistic view of performance and organizational health, in intuitive formats you can read and analyze yourself.

## TWO

**Less manual processes, more skills mapping.** Empower managers to take a proactive role in shaping culture by surfacing recommendations to drive team engagement, retention, and performance. Advanced skill mapping allows for better internal mobility, people development, and succession planning.

## THREE

**Less guesswork, more guidance.** With 24/7 access to AI Assistant, get closer to your data without analysts or engineers. Our Workhuman-specific language model answers your questions through live prompts, or you can simply navigate the easy-to-use interface.



# Root your recognition in privacy and security.

As one of the world's most heavily regulated sectors, financial service firms experience stringent requirements for ensuring stability, protecting consumers, and preventing fraud and other crimes. And noncompliance is not an option.

Your employees' data is at the center of Workhuman's framework, which puts it at the core of our security and privacy approach. One Workhuman customer, a multinational investment bank, had its information security team partner with us to ensure robust data protection to meet the shifting regulatory landscape (i.e., treating employee data the same way the bank would treat client data).

Our security and privacy measures are fully compliant with GDPR, CCPA, and other privacy legislation. They enable you to configure your recognition program to align with your institution's standards and internal controls for protection at every layer, from monitoring to encryption.

## **Certifications for unparalleled security**

Our certifications and standards at Workhuman signify more than mere checkboxes. They exemplify our enduring pledge to maintain the best security controls and our ability to adapt to emerging threats.





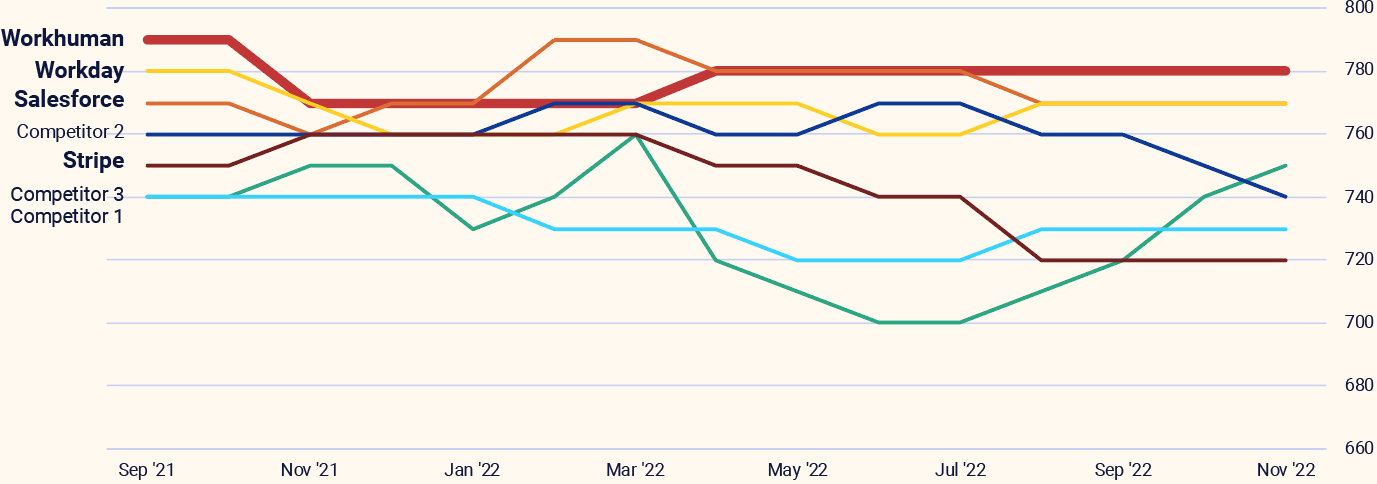
**ISO/IEC 27001 and ISO/IEC 27701 compliance:** Our security controls are audited and verified annually by an independent, third-party governing board, which is the gold standard for information security globally. Additionally, every employee at Workhuman is trained on ISO/IEC 27001.

**PCI DSS certification:** We are certified as a PCI DSS Level 3 merchant and our payments provider, Opayo, is certified as a PCI DSS Level 1 payments provider.

**GDPR compliance:** Our full GDPR compliance extends to all personal information and data rights governed by GDPR, including right of access, rectification, erasure, and objection.

Our commitment to security is underscored by our comparison with renowned SaaS companies. [BitSight](#), a respected security rating company, conducted an analysis that shed light on Workhuman's position among industry giants. BitSight's ratings – basically a cybersecurity credit score – have demonstrated correlations with breach probability and the likelihood of ransomware attacks.

# BitSight security rankings, SaaS companies



Source: BitSight, 2022

While recognizing that such comparisons are snapshots in time and that scores may vary, we consistently outperform many well-established organizations recognized as industry leaders, including Salesforce, Workday, and Stripe, as well as three of our direct competitors. Aside from achieving a high score, our performance is resilient and unwavering in contrast to the volatility observed in other organizations.

Choosing Workhuman means choosing a partner that places data security at the forefront, offering you and your employees peace of mind and reliability in an increasingly data-centric world.

# Recognize in the flow of work with a fully integrated tech stack.

Recognition shouldn't feel like an extra to-do item for your employees. Rather, revolutionize the way your teams collaborate by elevating productivity and enabling recognition in the flow of work with Workhuman's flexible, open API.

## Available integrations include:

**Workday.** This certified, prebuilt, and bidirectional integration between Workhuman and Workday captures recognition and rewards data for workers who reside in Workday HCM. It creates an interoperable link between the two systems, where Workday serves as the system of record for foundational and organization worker data, and Workhuman manages the solution for rewards and recognition programs.



**Microsoft Teams.** The Workhuman app for Microsoft Teams is your direct line to a thriving workplace ecosystem. Seamlessly send and receive recognition awards, celebrate achievements, and honor life's important milestones, all within the MS Teams environment.



**Microsoft Outlook.** Make recognition, check-ins, and feedback a seamless part of your Outlook experience while staying in the flow of your work. With just one click, elevate your recognition game and keep the momentum going.



**Slack.** Never miss a beat in your culture of recognition. Send, receive, and approve award nominations and spark meaningful check-in conversations right in Slack. It's the swift, hassle-free way to spread appreciation and foster connection companywide.



### **Certified API integration.**

Workhuman delivers a hosted portal integration that maps employee data using Workday's API infrastructure (i.e., "Get Worker"), enabling you to integrate the recognition platform with your worker portal.

**"The Workday integration has made my life as an administrator so much easier."**

**SARA LABELLE**

Culture Programs Manager  
R1 RCM

Source: [R1 testimonial video](#), Workhuman, 2023

## **Customer story:**

# **Improving retention at Citizens**

**As one of the United States' oldest and largest financial institutions, Citizens Financial Group, Inc., employs more than 18,000 people across 43 states.**

Citizens has generated more than 168,000 recognition moments across 96% of its employee base. This connection and engagement are also driving tangible ROI in the form of employee retention. Data from the Workhuman research team shows **turnover is cut in half for employees receiving 10-12 recognition moments annually** compared to those who haven't received any recognition. And as Citizens continues to generate more recognition moments, the team can better understand the social networking across the organization.

**"Showing appreciation along the way is going to boost morale and it's going to boost engagement, and that's what we're seeing with these numbers."**

**DEREK DESOUSA**

Digital Banking, Senior Vice President  
[Citizens](#)

Source: [Citizens case study](#), Workhuman, 2021

**Customer story:**

# **Quick impact at First Tech Federal Credit Union**

**First Tech FCU employs more than 1,500 people in eight states and Puerto Rico, and serves more than 550,000 members.**

First Tech FCU saw an immediate impact across the organization. Not only have Social Recognition® and Conversations® improved communication, but they also resulted in new data and insights. Initial data analysis shows employees who give recognition are **2x less likely to leave** than those who just receive recognition. And those who receive recognition are more than **2.5x less likely to leave** than employees who have never been recognized.





**“Now our HR team knows where to focus our time to make the biggest impact. We know which leaders are really interacting with employees. I’m most excited about the data we can leverage to make improvements for leaders and employees, ultimately supporting measurable business results.”**

**CHARY KROUT**

Former SVP, Human Resources  
First Tech Federal Credit Union

Source: [First Tech FCU case study](#), Workhuman, 2021

The bottom line: By investing in employee recognition with Workhuman, you can build a more stable, engaged, and compliant workforce in financial services.

**Capitalize on the change your organization needs. Contact us today.**

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Or read more on our blog: [workhuman.com/blog](https://workhuman.com/blog)

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