

CAN YOUR EMPLOYEE PROGRAMS ACHIEVE AN 80% PARTICIPATION RATE?



How Employee Programs Funding Affects Employee Engagement

10%
UNSUBSIDIZED
ENGAGEMENT RATE

Unsubsidized is when a company offers onsite programs and the employee pays to participate.

37%
SUBSIDIZED
ENGAGEMENT RATE

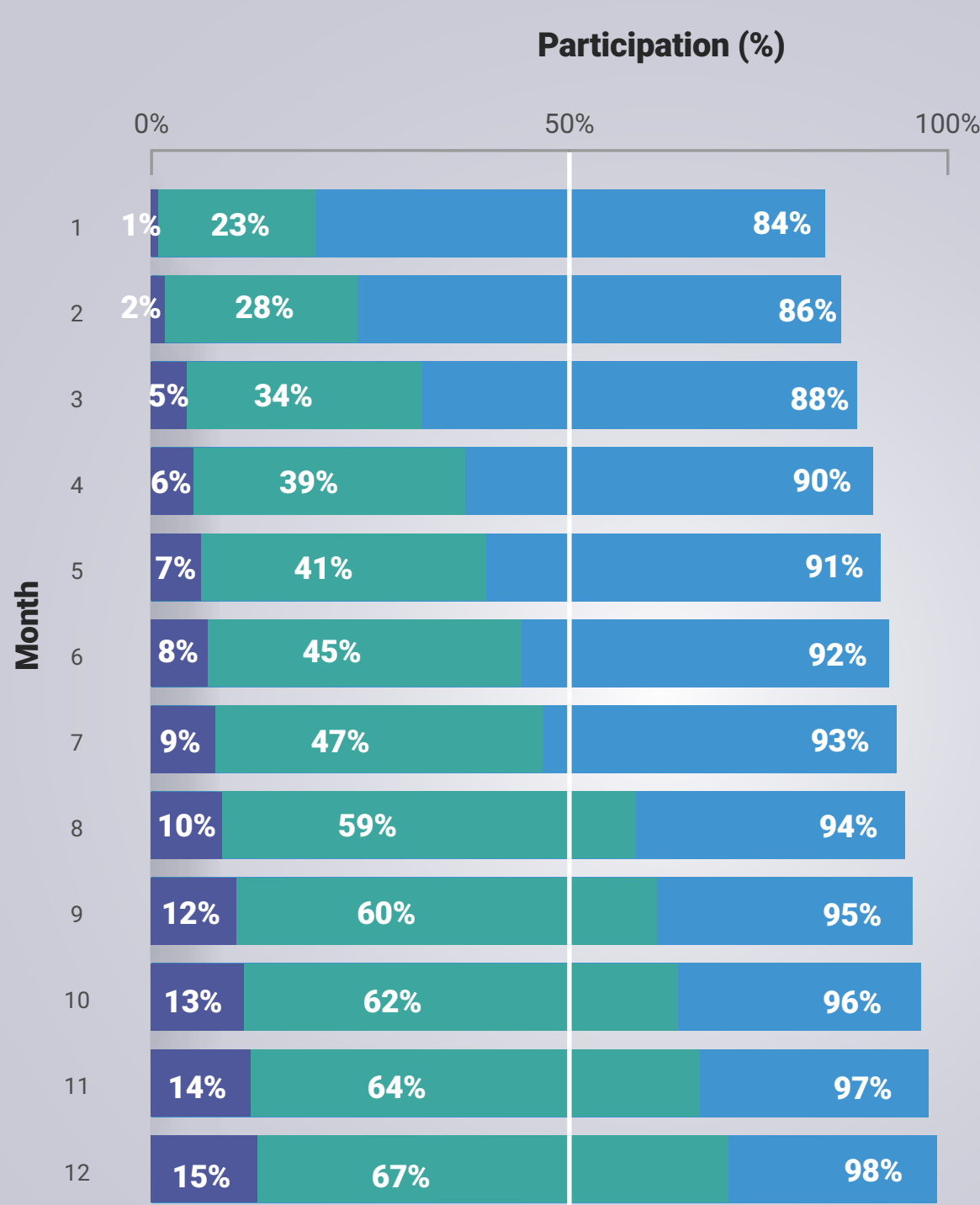
Companies can also choose to **subsidize** a few employee programs like health and fitness.

95%
ALLOWANCES
ENGAGEMENT RATE

Allowances enable employees to choose the programs they value and receive support from the company.

How to Get There Over Time

Are your budget and goals in alignment? Let's take a look at what you can expect with each model:



Unsubsidized

Companies that choose an unsubsidized model can expect to see cumulative growth of 1.2% per month, with engagement rates reaching a maximum of 15% over the course of 12 months.

Subsidized

Companies that choose to subsidize a few employee programs like health and fitness will see a 3X cumulative growth per month vs. unsubsidized programs, taking an average of eight months for engagement rates to reach 50% (and maxing out at 67% after 12 months).

Allowance

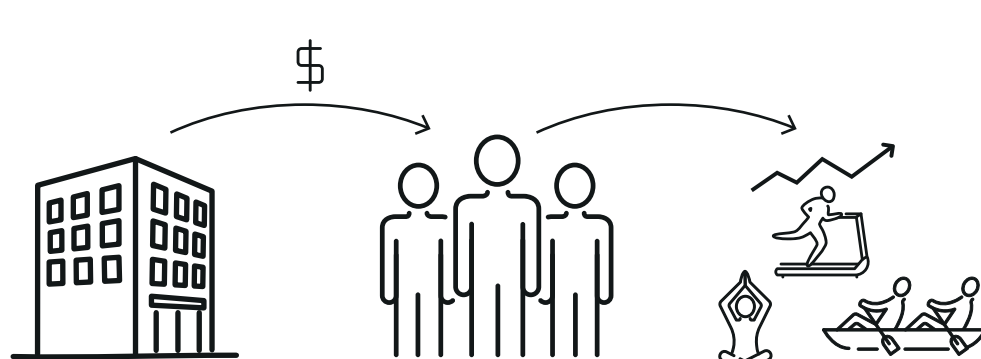
Companies that deploy an employee wallet model can expect an engagement rate exceeding 80% after one month with up to 100% participation.



Employee Wallet: The Future of Allowances

An allowance model can also be administered via an employee wallet, where funds are distributed monthly into an Employee Programs Automation platform, like Espresa, to be used on the workplace programs that the employee chooses.

Useful Facts About Funding and Participation



Employees are willing to pay for convenience. However, the more you fund employee programs, the more your employees will engage with those programs over time.

Monthly Average Number of Orders per Employee:
How many programs your employees will book on average.



1.4

2.5

3

Monthly Out-of-Pocket:
The average that employees spend in addition to what is being subsidized.

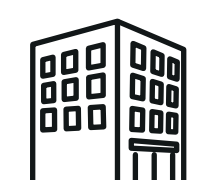


\$69

\$65

\$25

Average Employer Spend:
What an average company spends per employee per month.



\$0

\$35

\$100

Key Takeaways Based on Funding Model



Unsubsidized Employees will still pay for convenience, but they don't participate as frequently. This may limit the employee programs your company offers because of lower participation rates.



Subsidized Employee participation increases by 180% by investing in employee programs. Many companies will subsidize health, wellness, and fitness classes. Employees are willing to pay to participate in more programs.



Allowance Companies that provide a monthly stipend to their employees see the highest rate of participation, enabling their employees to engage more. Even though employees receive \$100 on average per month, they will invest more in the programs they love.



When you make it easy for employees to discover, schedule, and rate your workplace programs, you'll see results that really improve the employee experience.

Learn more at espresa.com