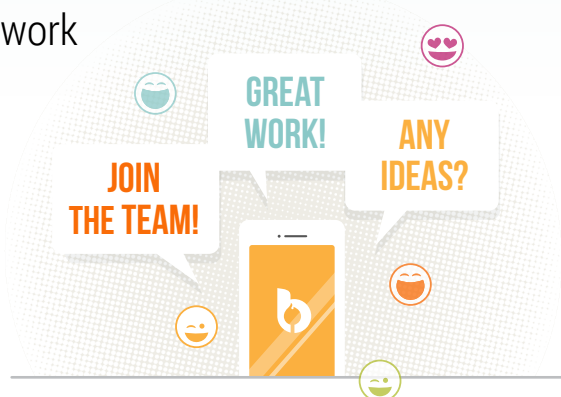


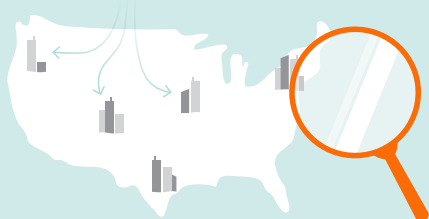
# WHY CREATING A SPACE FOR EMPLOYEES TO CONNECT IS ESSENTIAL

**EVERY LEADERSHIP TEAM** wants to build a great workforce and culture—the foundation of higher productivity, retention, and customer satisfaction. Relationships shape how we feel about our work experience and help form this foundation.

The Bonfyre employee experience platform is changing how we communicate, connect, and build these relationships in the workplace.



We analyzed conversations from **28** companies across teams, locations, and departments.

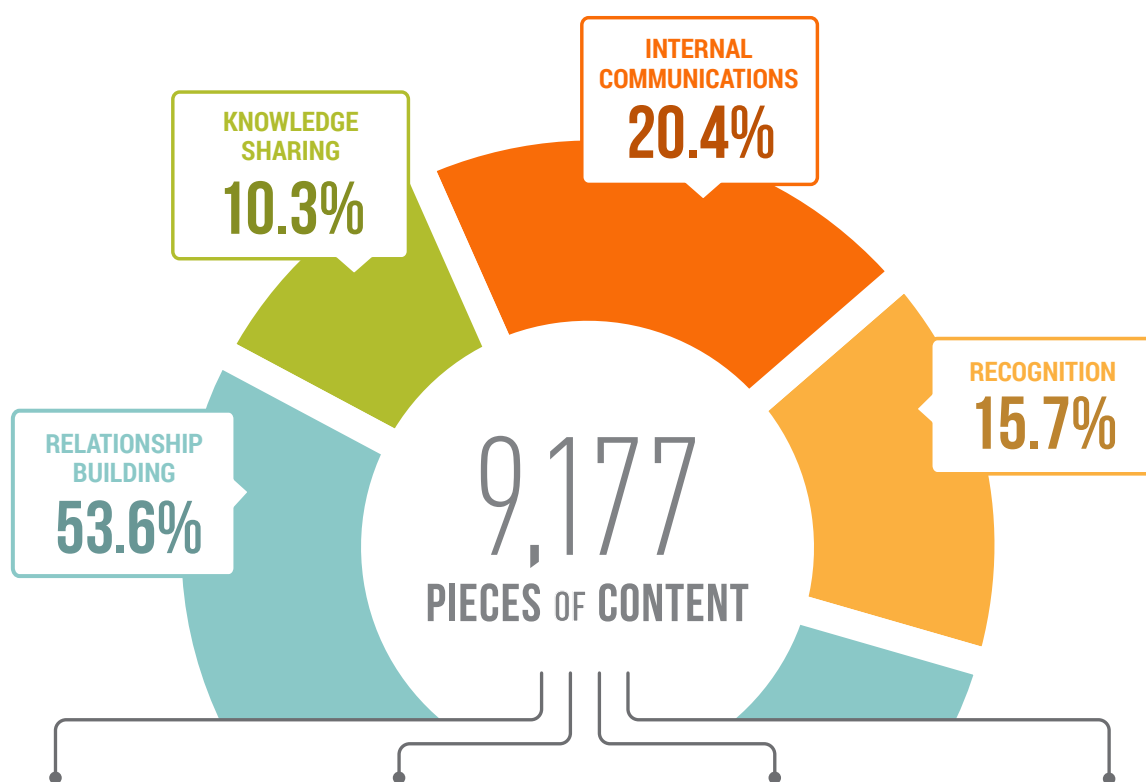


## WHAT DID WE FIND?

Engagement varies depending on the conversation.



### FOUR MAIN AREAS OF ENGAGEMENT



“Enjoying the annual BBQ with my family, my coworkers, and their families. Snagged 2nd place in the washers tournament!”

**RELATIONSHIP BUILDING**  
Coworkers sharing personal content, making it easy to create meaningful human connections.

“For anyone interested, I recommend this article on active and passive investing—very easy read and a great story!”

**KNOWLEDGE SHARING**  
Peers or leadership sharing tips, tricks, lessons learned, and articles, resulting in real-time collaboration.

“This month’s featured core value: Innovation. What are you doing to #innovate for our customers and our business?”

**INTERNAL COMMUNICATIONS**  
Leadership updates for the entire company—safety alerts, major milestones, new clients, or strategic initiatives.

“Congratulations to Marcos, our Top Teller of the Quarter! Marcos works tirelessly and always greets clients with a smile!”

**RECOGNITION**  
Employees and leadership recognizing accomplishments and celebrating everyone’s great work.

AND, NOT ALL TYPES OF CONTENT HAVE THE SAME

## EMOTIONAL IMPACT

REACTIONS PER CHAT BY CATEGORY

**0.9** KNOWLEDGE SHARING

**1.7** INTERNAL COMMUNICATIONS

**1.9** RELATIONSHIP BUILDING

**2.4** RECOGNITION

Recognition may not make up the most chats, but it has the biggest emotional impact.

AND



Recognition from peers and leaders reinforces company culture and creates stronger employee relationships.

### THE VALUE OF CONNECTING WITH COWORKERS



While recognition has the most interactions, each type of communication plays a critical role in building connections and trust, ultimately creating an engaged workforce that leads to:

**INCREASED PRODUCTIVITY**

**147%**

Companies with highly engaged employees outperform their competitors by 147%.<sup>1</sup>

**INCREASED RETENTION**

**24%**  
LESS LIKELY TO LEAVE

Turnover is 24% lower at organizations with high engagement.<sup>2</sup>

**INCREASED CUSTOMER SATISFACTION**

**91%**  
GREATER

Companies that have a formal employee engagement program enjoy 91% greater improvement in customer satisfaction rates.<sup>3</sup>

Sources: 1. <https://www.forbes.com/sites/blakemorgan/2018/02/23/the-un-ignorable-link-between-employee-experience-and-customer-experience/#71c8f18448dc>  
2. <https://www.gallup.com/workplace/238085/state-american-workplace-report-2017.aspx> 3. <https://www.aspect.com/globalassets/files/aberdeen-employee-engagement-report.pdf>

### SO, WHAT DOES THIS ALL MEAN?

Creating a space for employees to connect and share isn’t trivial—

# IT'S ESSENTIAL.