



Wellbeing By Design @ Work

The '*surprising*' connections between wellbeing,
employee experience - and business performance

welliba
better with insight

excelerate

CIPD



Wellbeing, Employee Experience and Business Performance – the research

Wellbeing the foundation

CIPD Health and Wellbeing at work report 2025

Proactive wellbeing = higher
engagement + lower absence

Gallup – State of the Global Workplace

Thriving employees are more engaged
and less stressed

Employee Experience the connector

CIPD Good Work Index 2025

Line managers and job design are
critical to wellbeing and employee
experience

McKinsey

1. Thriving workplace inclusion,
balance and purpose shape positive
experiences

2. Improving global employee
wellbeing could create up to \$11.7
trillion in economic value worldwide

Business Performance the outcome

**World Wellbeing Movement – Oxford
University study**
**Higher profitability and market
valuations**

**Gallup's Global
Meta-Analysis**
23% higher productivity

When organisations' heavily invest in their employee experience they are:

2x more likely to
top rankings of
consumer
satisfaction

4x more profitable

2.1x more likely to
appear on Forbes'
Most Innovative
Companies list

78% of people who feel like they belong at their organisation rate their well-being favourably



Gains from EX & Employee wellbeing improvements

S&P Global

The 100 firms with the highest EX scores outperform the market - this gap is **doubled** during periods of growth
Higher Stock Prices



An airline with a score >80 is **6x more likely** to be in the Skytrax customer ratings
Top 20 Happier Customers

EBI European Banking Institute

Organisations with **stronger EX scores** will exhibit **lower** operational-risk intensity
Less Fines & Penalties

All very interesting - but where to prioritise investment?

- ✓ Benefits & rewards?
- ✓ Flexible working?
- ✓ Equipment & technology
- ✓ Learning & development?
- ✓ Work life balance ?
- ✓ All of the above?
- ✓ None of the above?

So, we ran a little experiment on you to see how
employee experience & wellbeing impacts your customer
experience and brand!



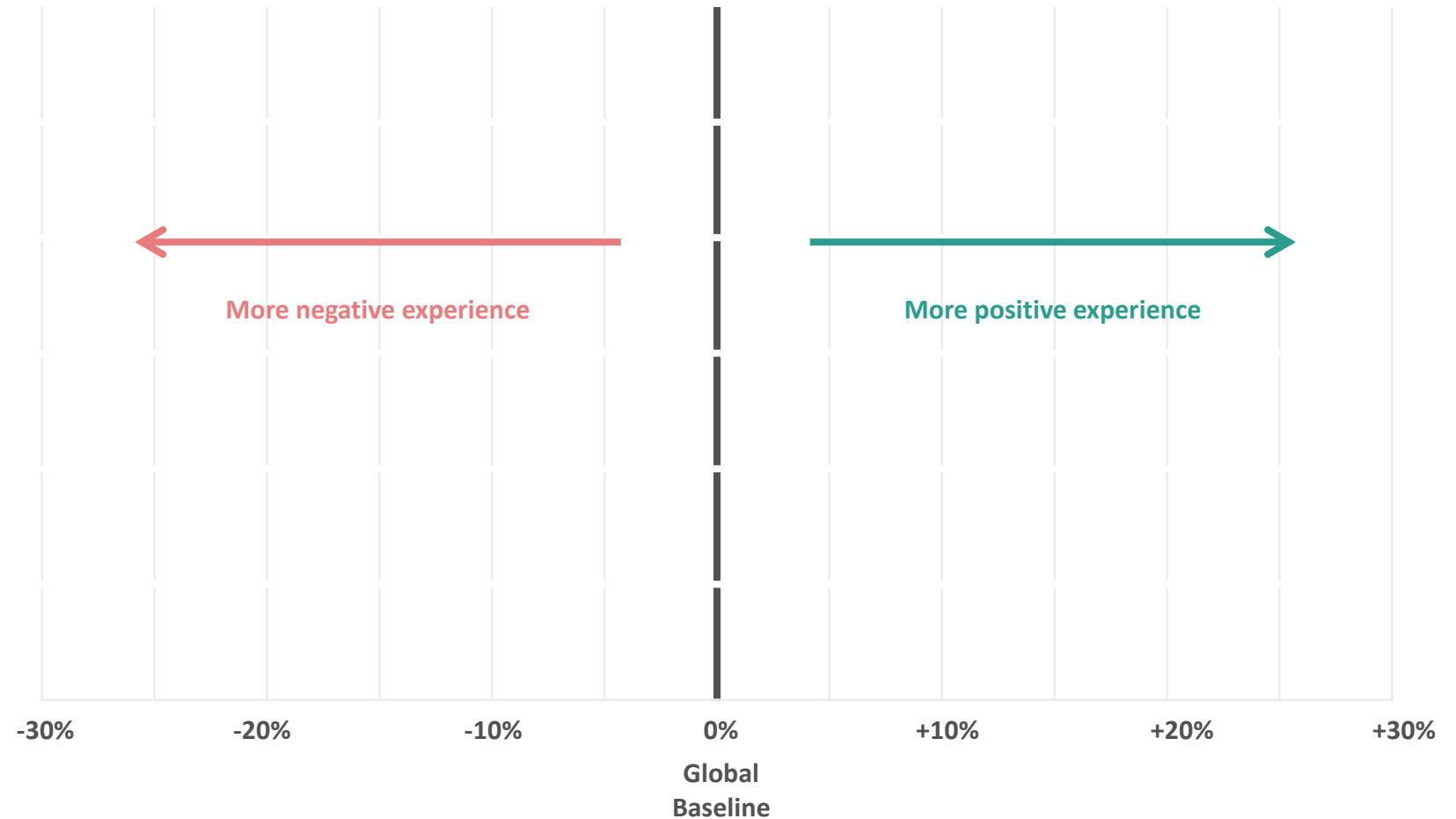


Global employee experience analytics & benchmarking platform

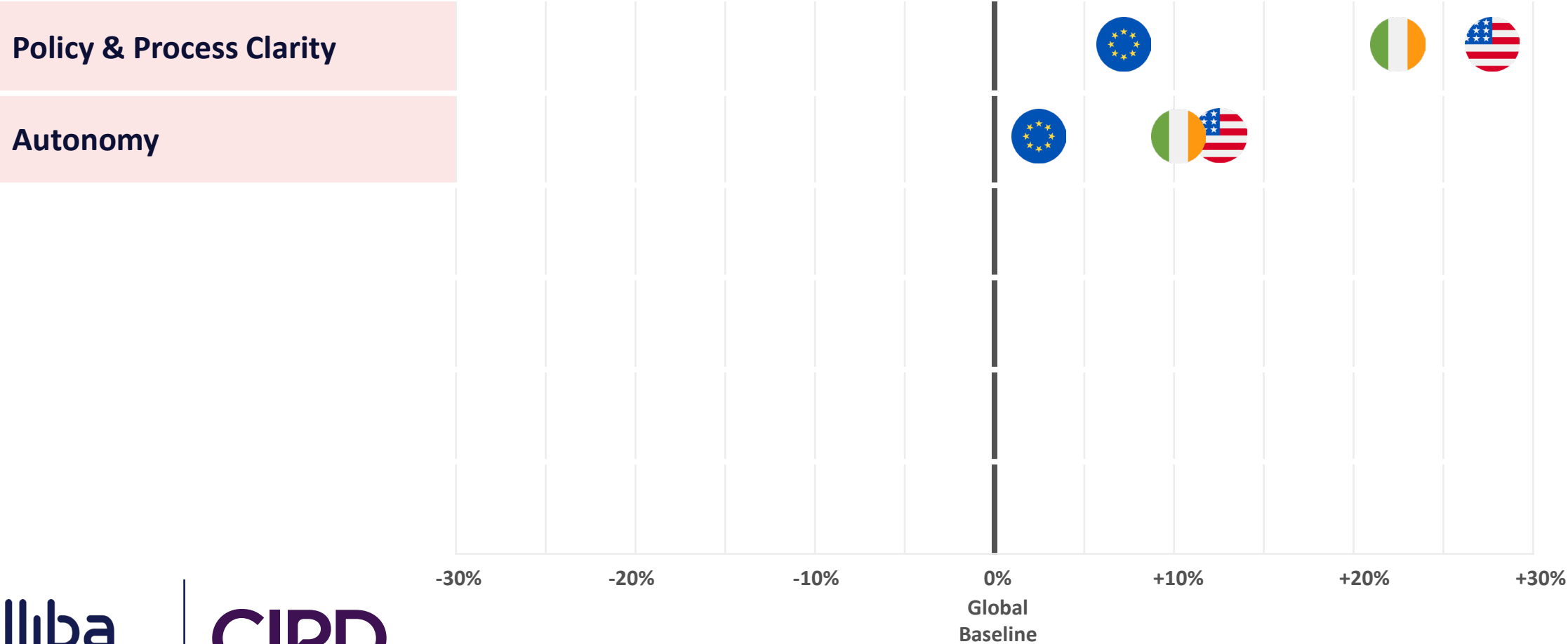


We can compare employee experience & wellbeing on a global scale

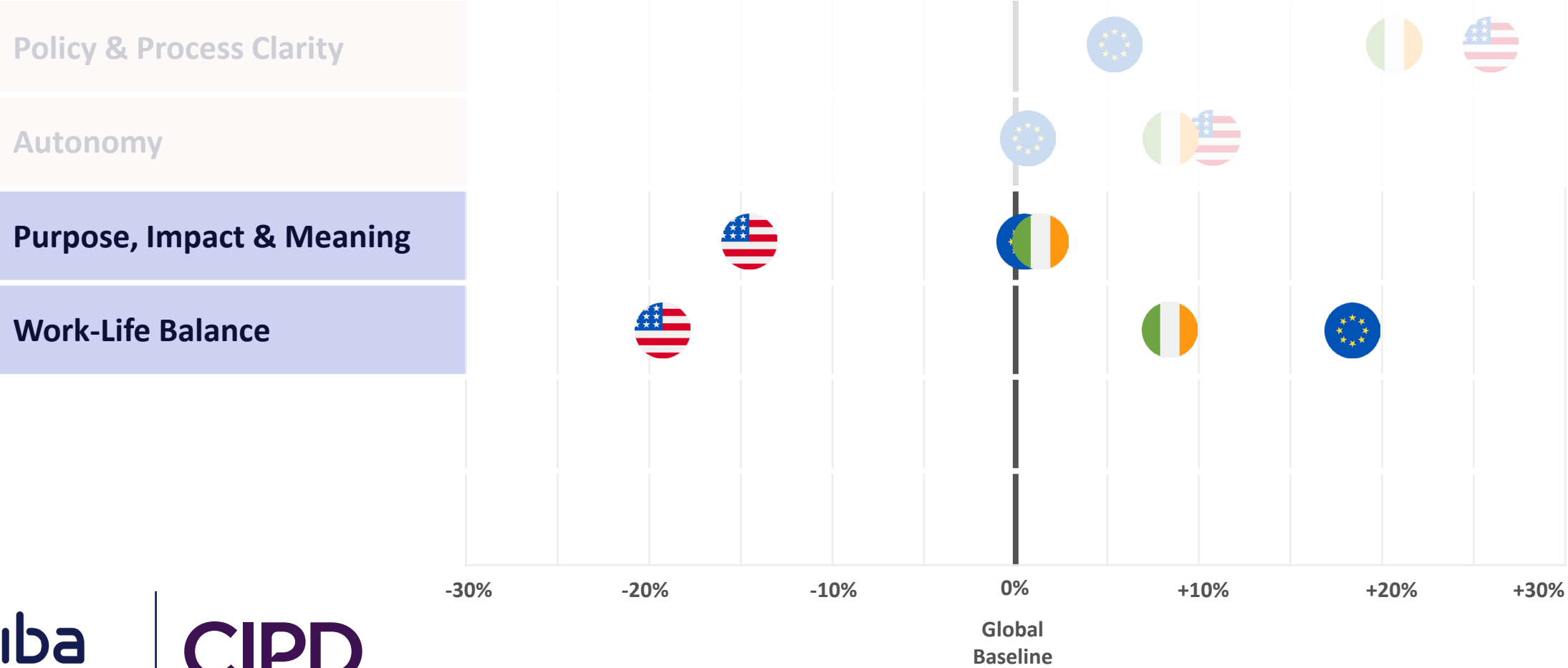
EX factors



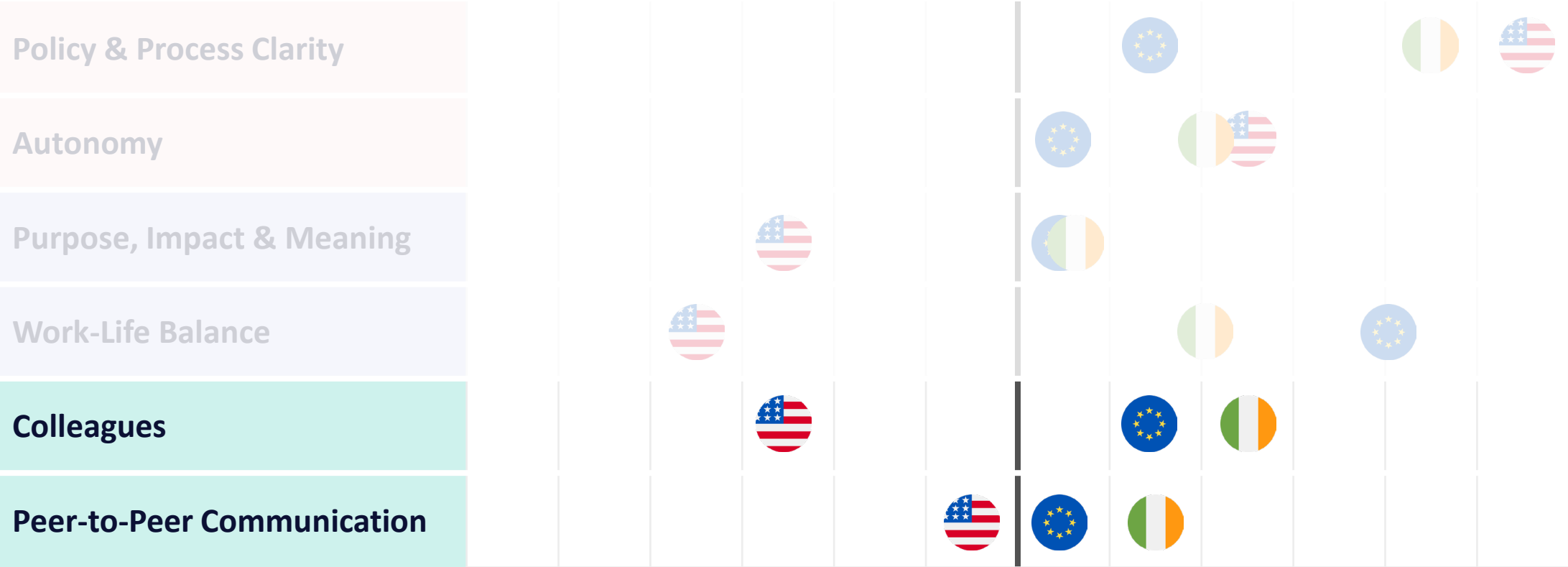
Irish employee experience more like the US



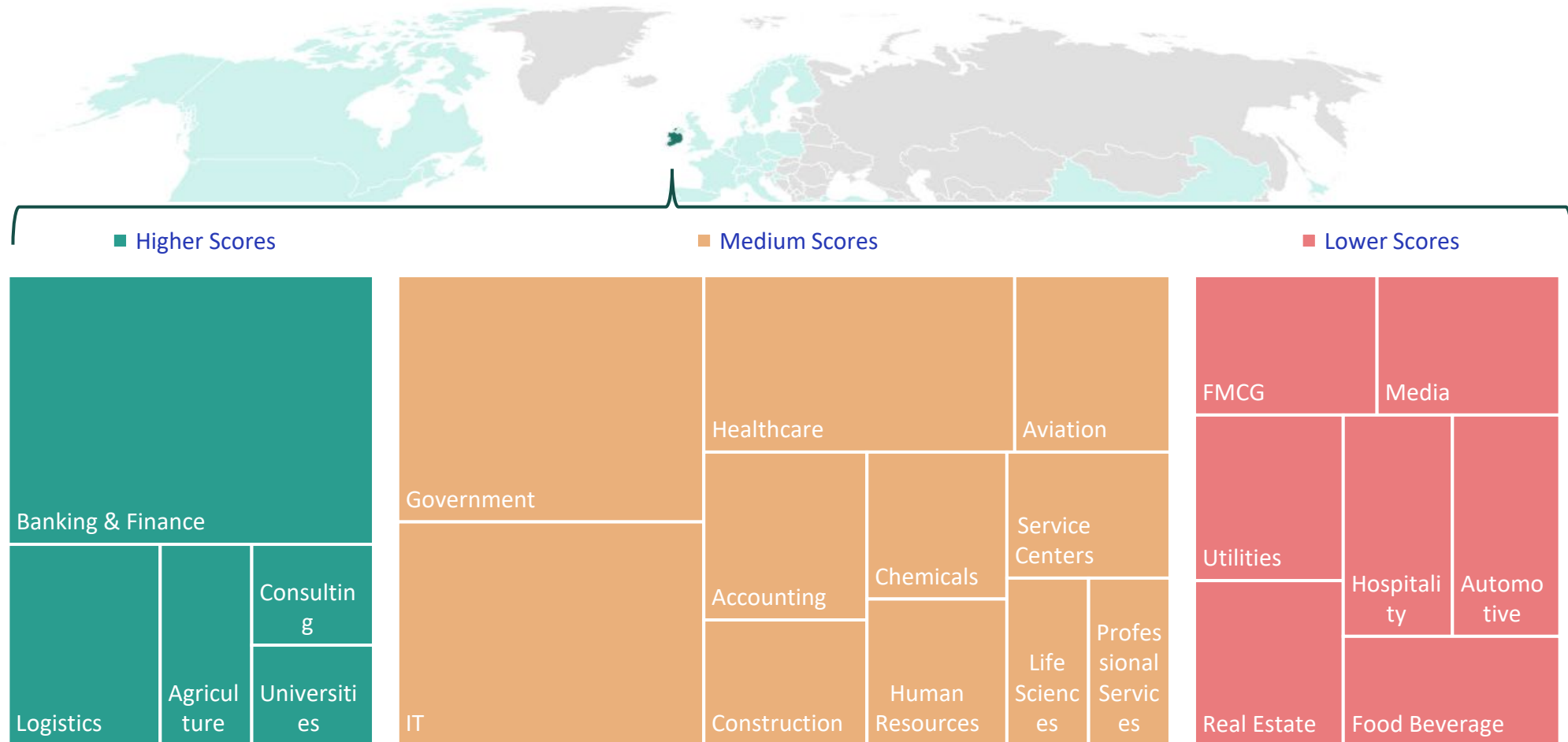
Irish employee experience more like Europe



Irish employee experience leading the way



EX scores by industry – 566 Irish instances



**size of tiles indicates the number of measured organizations'*

Now back to the experiment





Welliba

X

RepTrak™

— Employee Experience —

excelerate

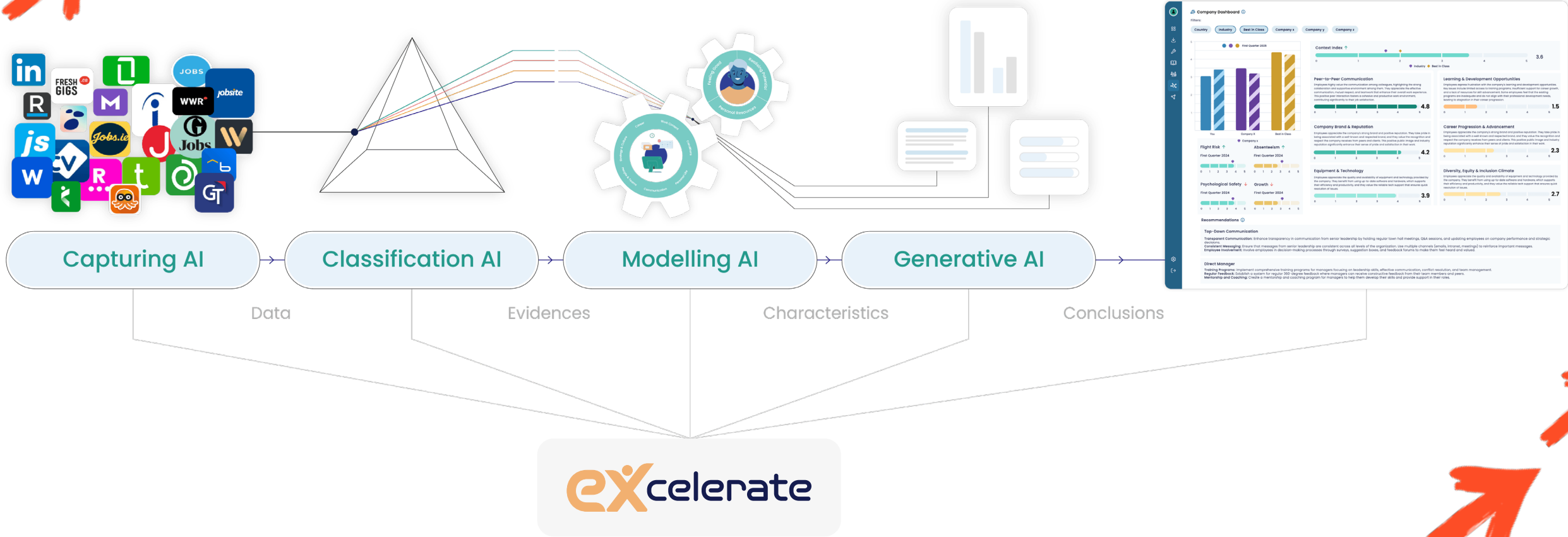
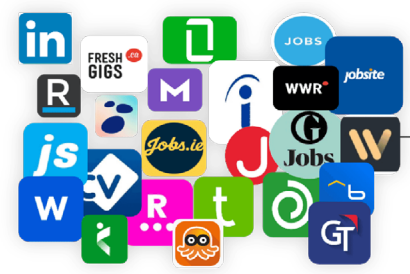
— Customer Experience —

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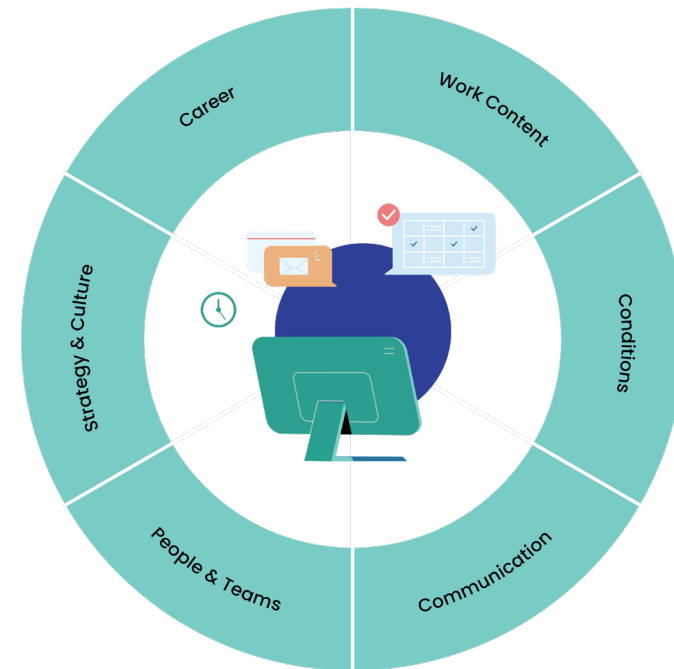


Employee experience | Welliba EX Foundational Model

Employee experience is how people experience their work and life which is the result of the **interaction between a person's characteristics and their environment.**



Person factors



Organisational factors

10,000s of data sources aggregated...



...and analyzed in hours using our LLM integrations

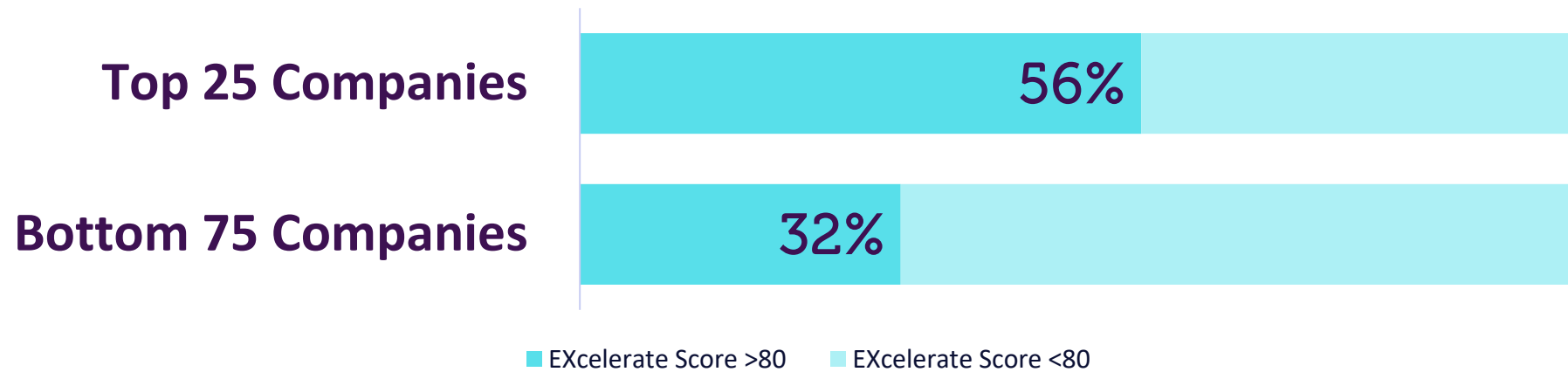
We can explain **20%** of the variance in customer brand perception using aspects of employee experience & wellbeing



*RepTrak Rank = Career Progression + Learning & Development
+ Employee Perception Of Brand*

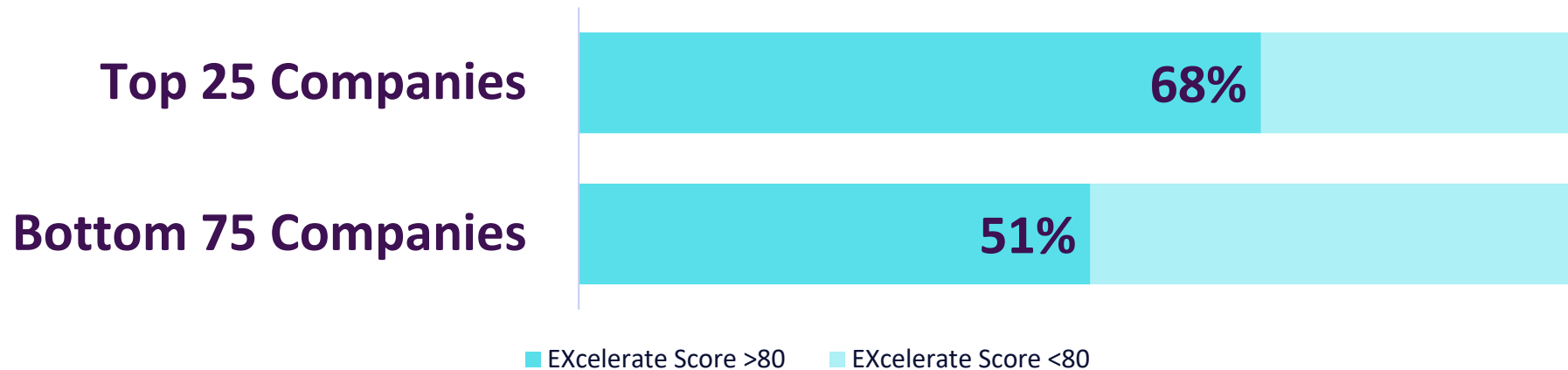
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Organisations with high **career progression** scores are 2.7x more likely to be in the RepTrak Top 25

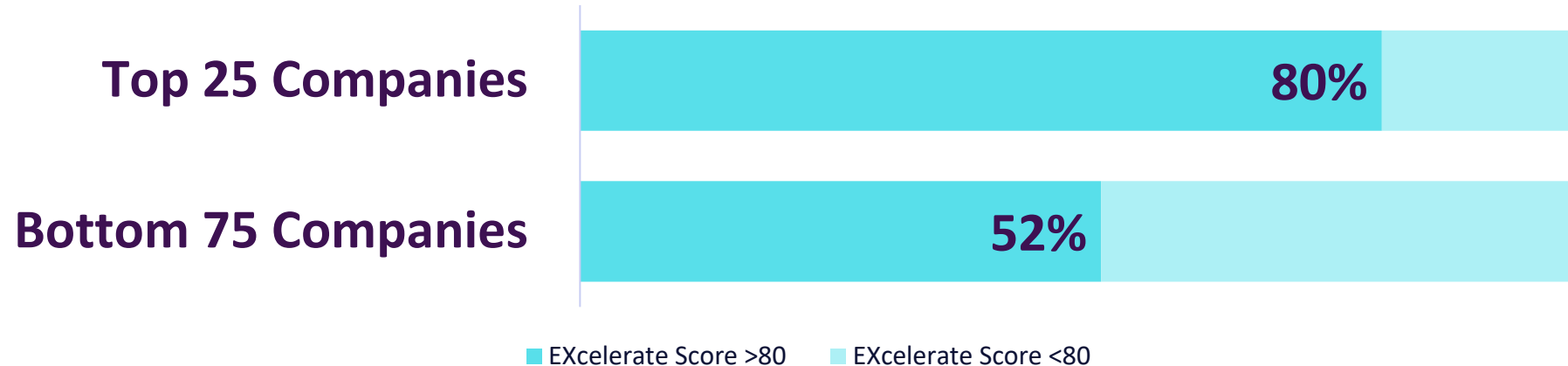


&

Organisations with high **learning & development** scores are twice as likely to be in the RepTrak Top 25



A Organisation with a high score is
3.7x more likely to be in the RepTrak Top 25



Realising potential | The key to employee experience

Realising potential to have the greatest statistical connection to customer sentiment and brand



Person factors

$R=0.26$



RepTrak™

Having fulfilled employees who are actively reaching their potential has a measurable impact on the experience that customers have with your business

Organisational factors



Drum roll please.....

For 2 super organisations





RepTrak™

Annual Ireland Reputation Index 2025 study

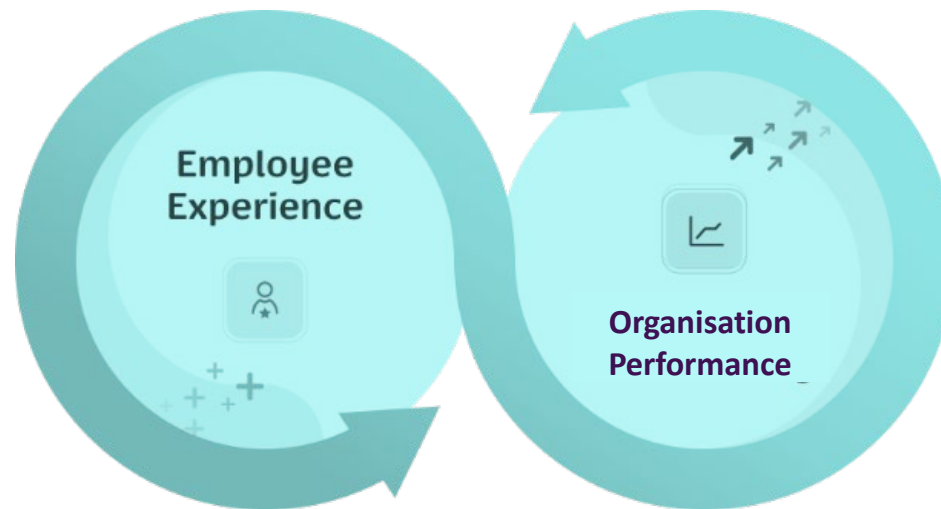
						
RepTrak Score	82.4	80.8	79.5	78.7	78.6	78.6
EX Score	78	82	72	77	85	75

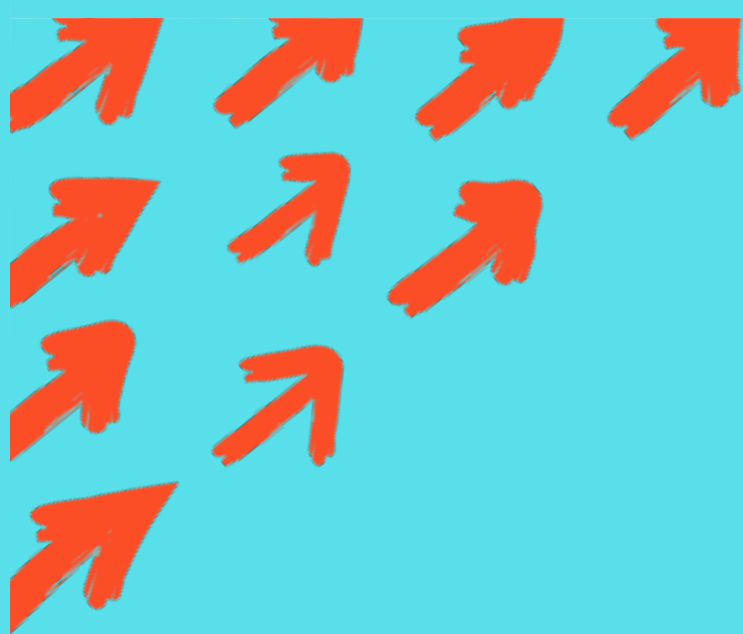
Excellent

Strong

Wellbeing at Work isn't just an 'Employee' issue

It is a area of organisational performance where we
can design intentionally to make a big economic impact





Questions

