

Employee Experience

Australians and how they feel about work on any given day

August 2024

A complimentary report



Level 3, 176 Wellington Parade, East Melbourne, Victoria, Australia 3002
E: info@theevolvedgroup.com | P: +61 3 9670 1909 | www.theevolvedgroup.com
ABN: 91 141 289 705

At Evolved Thinking we are delighted to share this complimentary report based on our data

Aligning with our extensive and industry-recognised employee experience work, we have been running a nationally representative sample that explores the attitudes of Australians towards their work and workplaces.

We asked this question set for the duration of FY24 and are delighted to share results across the year.

This forms part of a series of reports that we will continue to publish. We hope you enjoy the read!

EVOLVED

Why does Evolved track Employee Experience?

Provide you with useful insights

Our clients track many things, including their brand and customer experiences.

What we track happens in a world where things happen that are outside of your control. How people feel affects how they feel about your brand experiences.

Tracking how people feel at work provides context.

Explore humans – it's what we do

We love this stuff – we want to know what makes humans tick. We want to share our learnings because it is interesting and fun.

If we can understand wellbeing and engagement at work, perhaps we can all achieve a little more of it ourselves.

Project objectives

1

Empower businesses and employees to improve employee wellbeing

2

Unpack attitudes towards work

3

Understand the factors that lead to engagement and disengagement

4

Provide context for the many brand and tracking reports we deliver to our clients

How we track Employee Experience

- The Evolved Omnibus is a nationally representative tracking study running 12 months of the year with 1,000 surveys each month.
- The surveys are collected from PureProfile panellists.
- The sample is quota controlled with weekly representative targets set on age, gender and location (state).
- The questions use Morpic Differential Scaling, take 2 minutes to complete and comprises several questions (see right)

EMPLOYEE INPUT

Please use the slider below to indicate how you feel

- Physical energy
- Mental acuity
- Emotional Connection



BUSINESS OUTCOMES

Please use the slider below to indicate how you feel

- Advocacy (NPS scale)
- Discretionary Effort (11pt disagree / agree scale)
- Job Fit (11pt disagree / agree scale)



WORKPLACE ENGAGEMENT



Engagement and mood ratings (0-100)

The Employee Experience Report

As FY24 progressed, our happiness and engagement at work decreased, representing a substantial challenge to overcome. Our behavioral model suggests that inputs into workplace wellbeing (physical energy, mental acuity, and emotional connection) feed into our engagement at work, which then determines desirable workplace outputs (advocacy/eNPS, discretionary effort, and job fit).

01

So What?: Happiness is important, perhaps the most important measure of social wellbeing. Thriving people make for thriving employees.

Happiness?

There is a clear association between our daily happiness levels and our engagement at work.

Take care of your employees

Physical energy and mental acuity are key drivers of success.

02

So What?: Managers and organisational leaders need to factor in energy management and mental refreshes into their management practices. We have implemented a 9-day fortnight as a workplace based on findings like this and our work on EX with clients across the world.

03

So What?: If we know decision-making and creativity are key to keeping employees stimulated and engaged, what can we do to engage employees who are not in formal leadership positions or creative fields?

Unlocking potential

Those in creative fields, leaders, and people in smaller companies seem to thrive more than others.

Talkin' 'bout my generation

Gen-Z and Millennials are more burned out than Gen-X and Boomers.

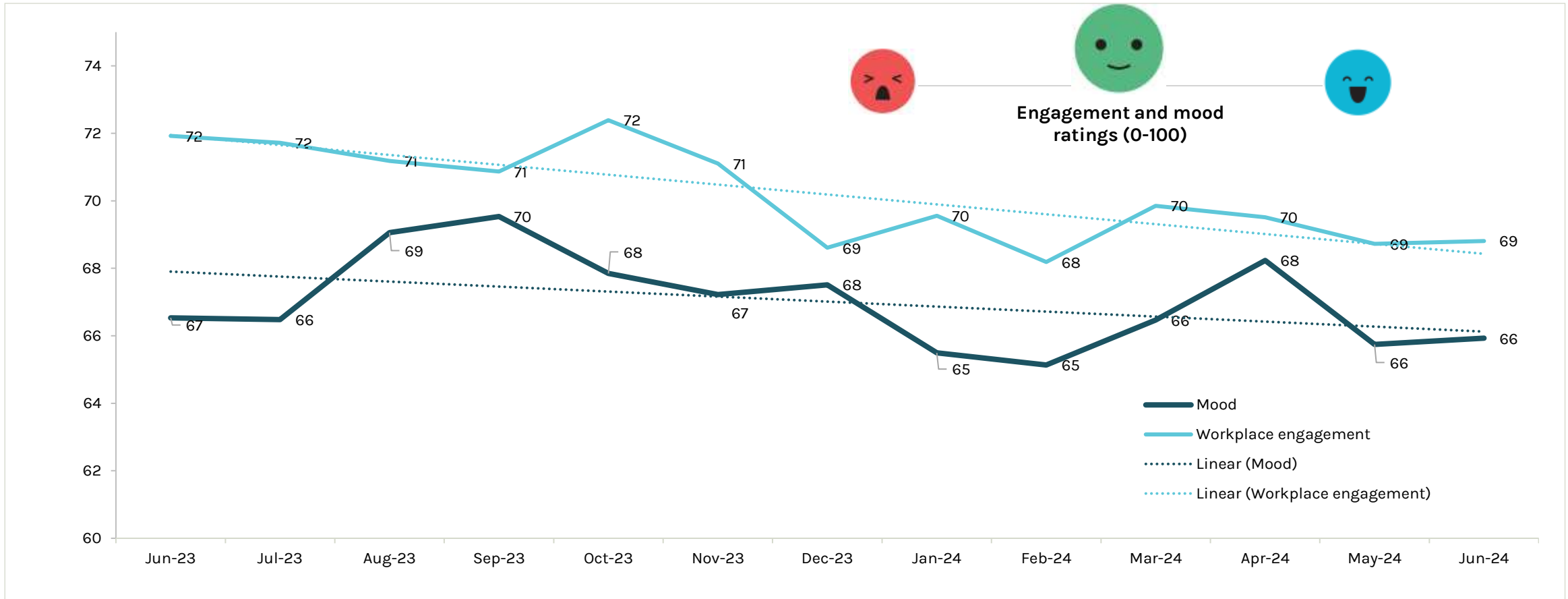
04

So What? : Younger Australians are facing challenges in the workplace. What can be done? Other results suggest meeting fundamental inputs and creating pathways to workplace creativity/decision-making are the keys to success.

The state of workplace engagement



Our collective engagement at work and our general outlook has been dipping across FY24



Base: n=27,632

↑ significantly higher lower at p<.05 versus overall average | *Caution, base < n=30

“Hi there, I'm EVE. Why do you feel that way today? Feel free to share what is on your mind”

“Work is a bit stressful, the state of my finances is a bit stressful but overall nothing stays the same way forever so I'm still optimistic”

“I'm either working or sleeping and have no time for hobbies”

“What is causing you to feel so burnt out recently?”

“Having too much to do”

“What has been keeping you so busy at work for the past 6 years?”

“Just the nature of my job.”

When Australians talk to EVE, work is a common topic that influences our happiness, most commonly as a stressor



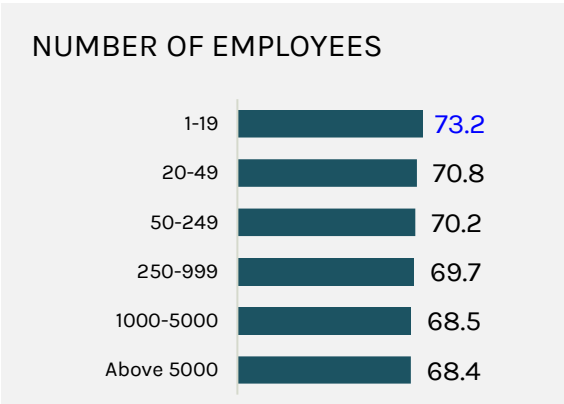
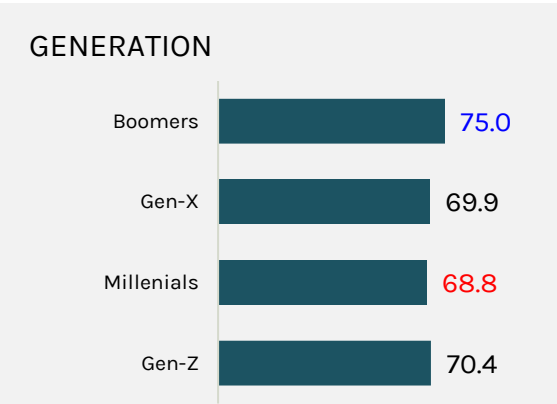
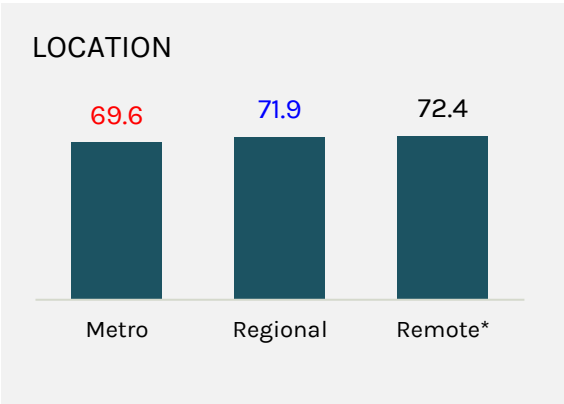
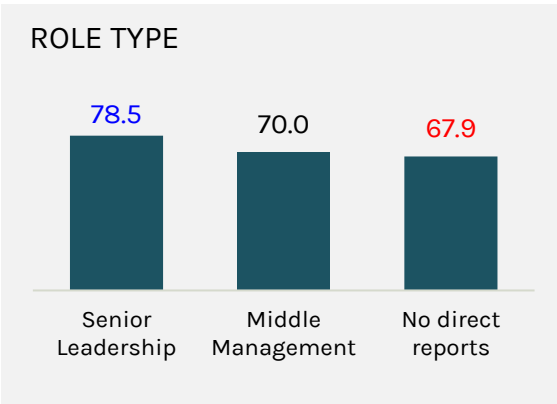


Unpacking workplace engagement

The average Australian rates their workplace engagement at **70 out of 100**

Engagement is associated with greater decision-making capacity and seniority. This aligns with higher engagement with smaller businesses, and low engagement in government.

WORKPLACE ENGAGEMENT SCORE by...



Engagement by industry

Industry	Average	Industry	Average
Sport & Recreation	80.7	Design & Architecture	70.1*
Advertising, Arts & Media	77.1	Marketing & Communications	69.5*
Consulting & Strategy	75.7	Hospitality & Tourism	69.5
Farming, Animals & Conservation	74.5	Sales	69.3
Science & Technology	74.2	Accounting	68.7
Trades & Services	72.5	Manufacturing, Transport & Logistics	68.6
Retail & Consumer Products	72.4	Warehousing	68.4
Education & Training	72.1	Banking & Financial Services	68.4
Wholesale Trade	71.1	Administration & Office Support	68.3
Public Administration and Safety	71.1	Insurance & Superannuation	68.2
Community Services & Development	71.0	HR & Recruitment	67.5*
Information & Communication Technology	70.9	Call Centre & Customer Service	65.6
Construction	70.4	Legal	65.1
Healthcare & Medical	70.3	Real Estate & Property	65.0
Engineering	70.3	Accommodation Services	64.6
Other Services	70.2	Government & Defence	64.0



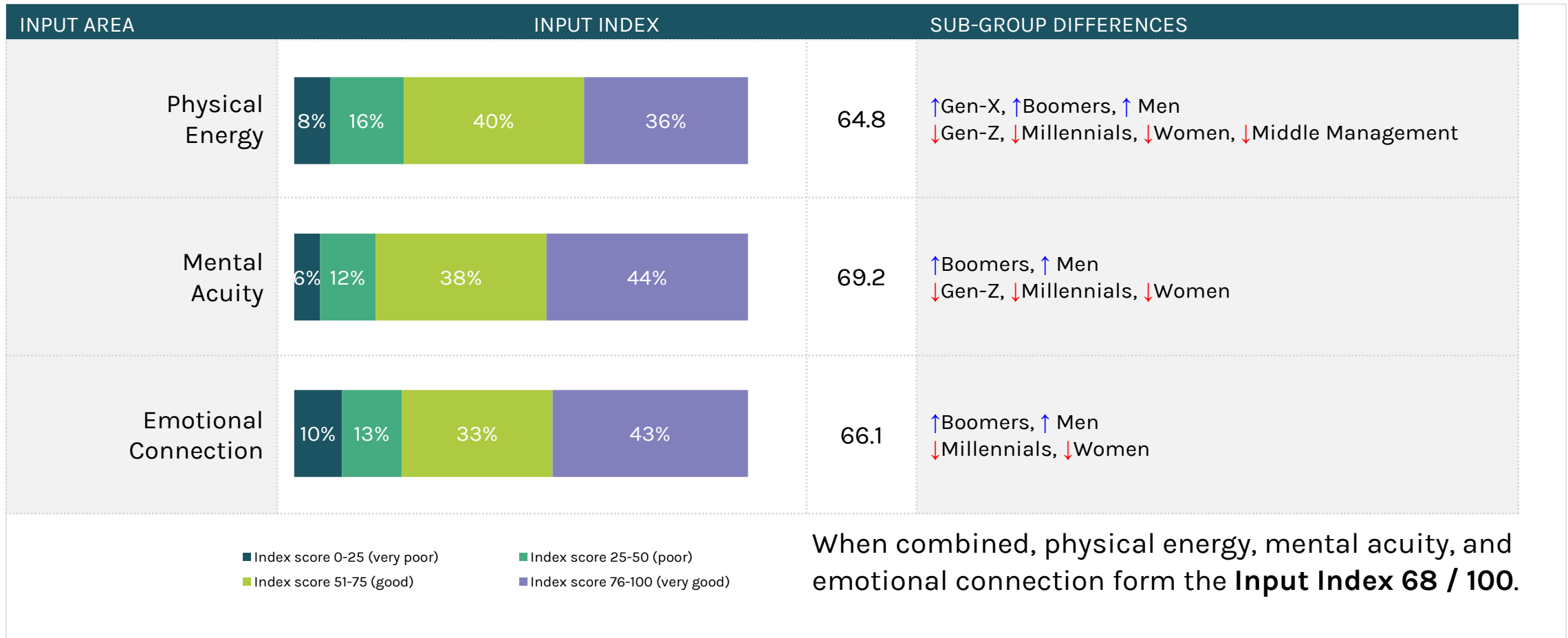
Base: n=13,399
 ↑ ↓ significantly higher lower at p<.05 versus overall average | *Caution, base < n=30

Input index

Just how hard are employees working?



Physical energy is an area where much can be done to improve workplace engagement. This is pertinent with younger, and female employees.



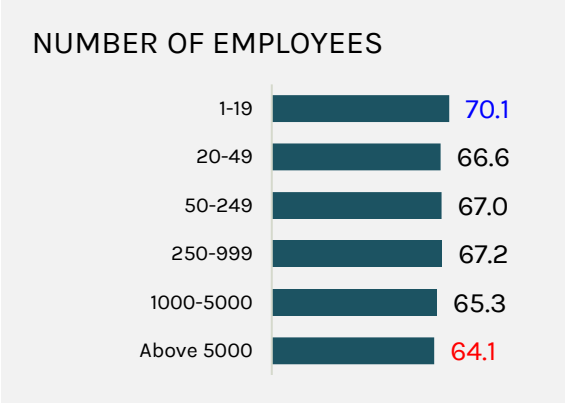
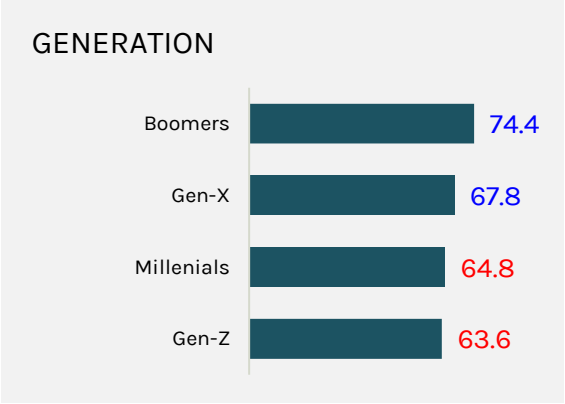
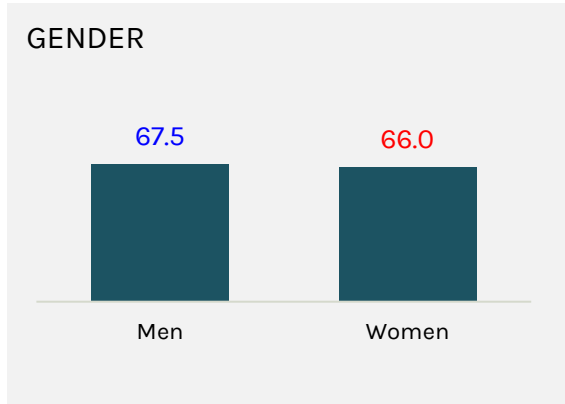
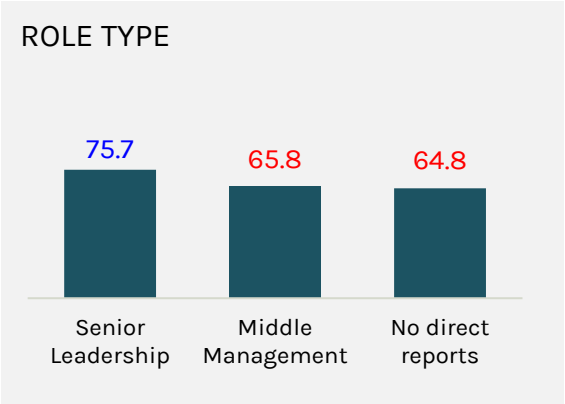


Unpacking input index

Whilst creativity and autonomy is stimulating, there are wellbeing risks associated with women, younger Australians, and those in large organisations.

The average Australian experiences an input index of **68 out of 100**

INPUT INDEX SCORE by...



Engagement by industry

Industry	Average	Industry	Average
Advertising, Arts & Media	75.6	Trades & Services	66.0
Sport & Recreation	75.4	Public Administration and Safety	66.0
Consulting & Strategy	74.6	HR & Recruitment	65.6*
Science & Technology	73.1	Legal	65.4
Wholesale Trade	69.7	Real Estate & Property	65.2
Engineering	69.3	Banking & Financial Services	64.9
Information & Communication Technology	69.3	Manufacturing, Transport & Logistics	64.7
Construction	68.8	Administration & Office Support	64.4
Farming, Animals & Conservation	68.7	Mining, Resources & Energy	64.4
Education & Training	68.7	Insurance & Superannuation	64.2
Community Services & Development	68.1	Marketing & Communications	63.9*
Accommodation Services	67.6	Hospitality & Tourism	63.8
Accounting	67.2	Warehousing	63.4
Sales	66.7	Government & Defence	62.2
Healthcare & Medical	66.7	Design & Architecture	61.4*
Retail & Consumer Products	66.5	Call Centre & Customer Service	59.8
Other Services	66.3		

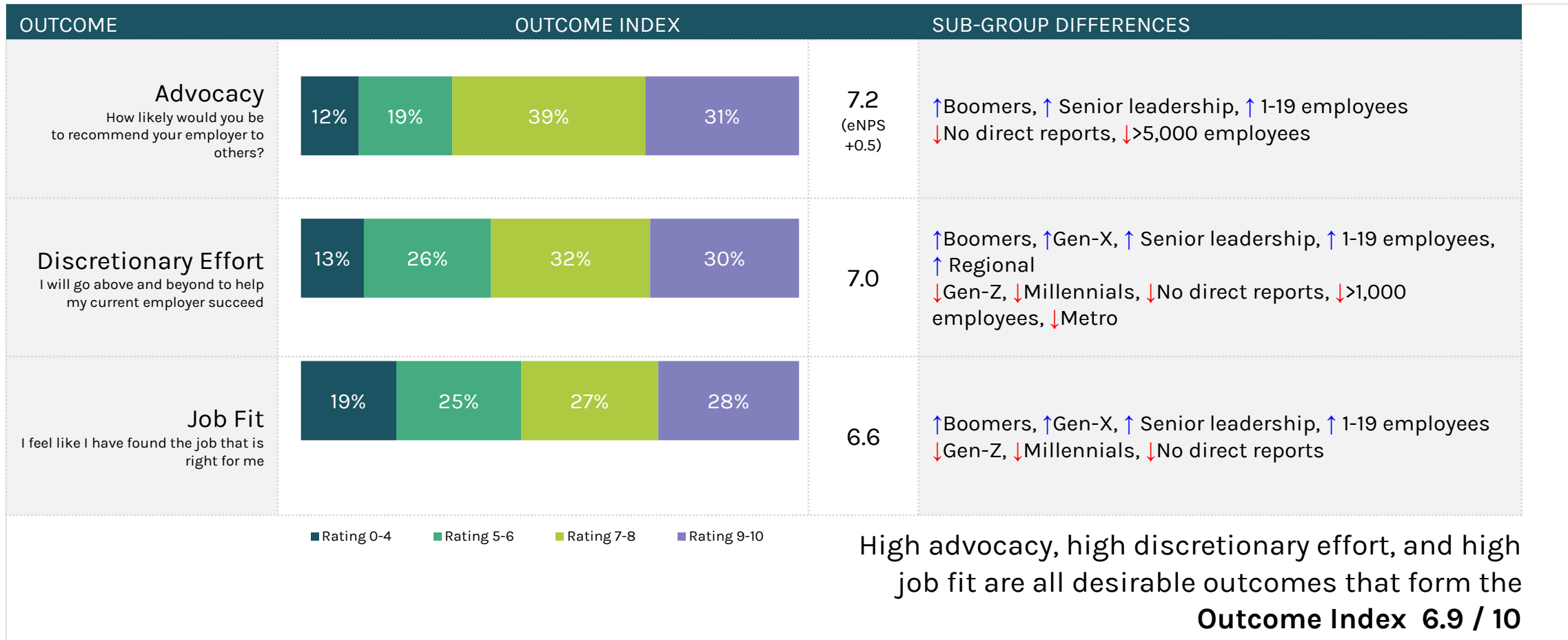


Outcome Index

How the employee effort results in strong business outcomes



Australians are polarised on how well they fit into their jobs along generational lines.



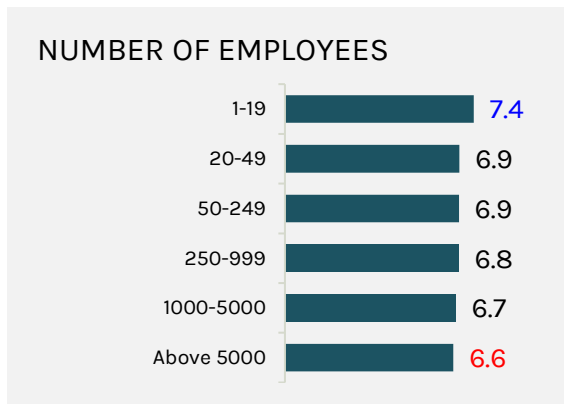
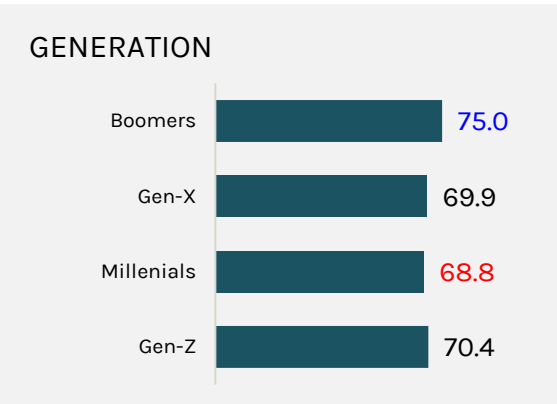
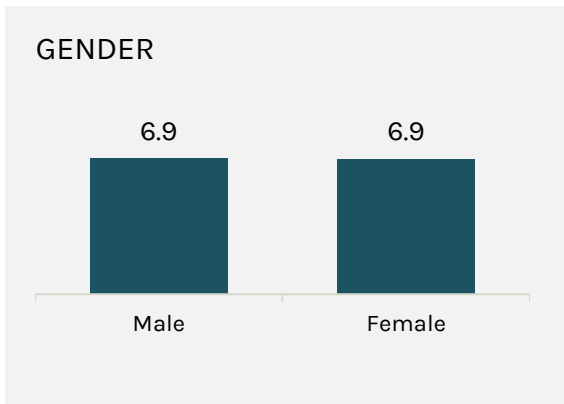
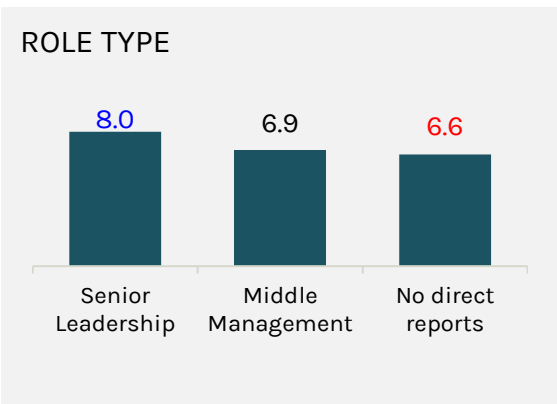
Base: A nationally representative sample of Australians (n=5,166)
 Q: How likely would you be to recommend your employer to others? (not at all likely - extremely likely)
 How strongly do you agree or disagree with the following statements? (strongly disagree - strongly agree)



Breaking down engagement outputs

Australians who are in leadership roles, creative fields, and in smaller businesses also feel better about their jobs and are more likely to advocate for their companies.

BUSINESS OUTCOME INDEX by...

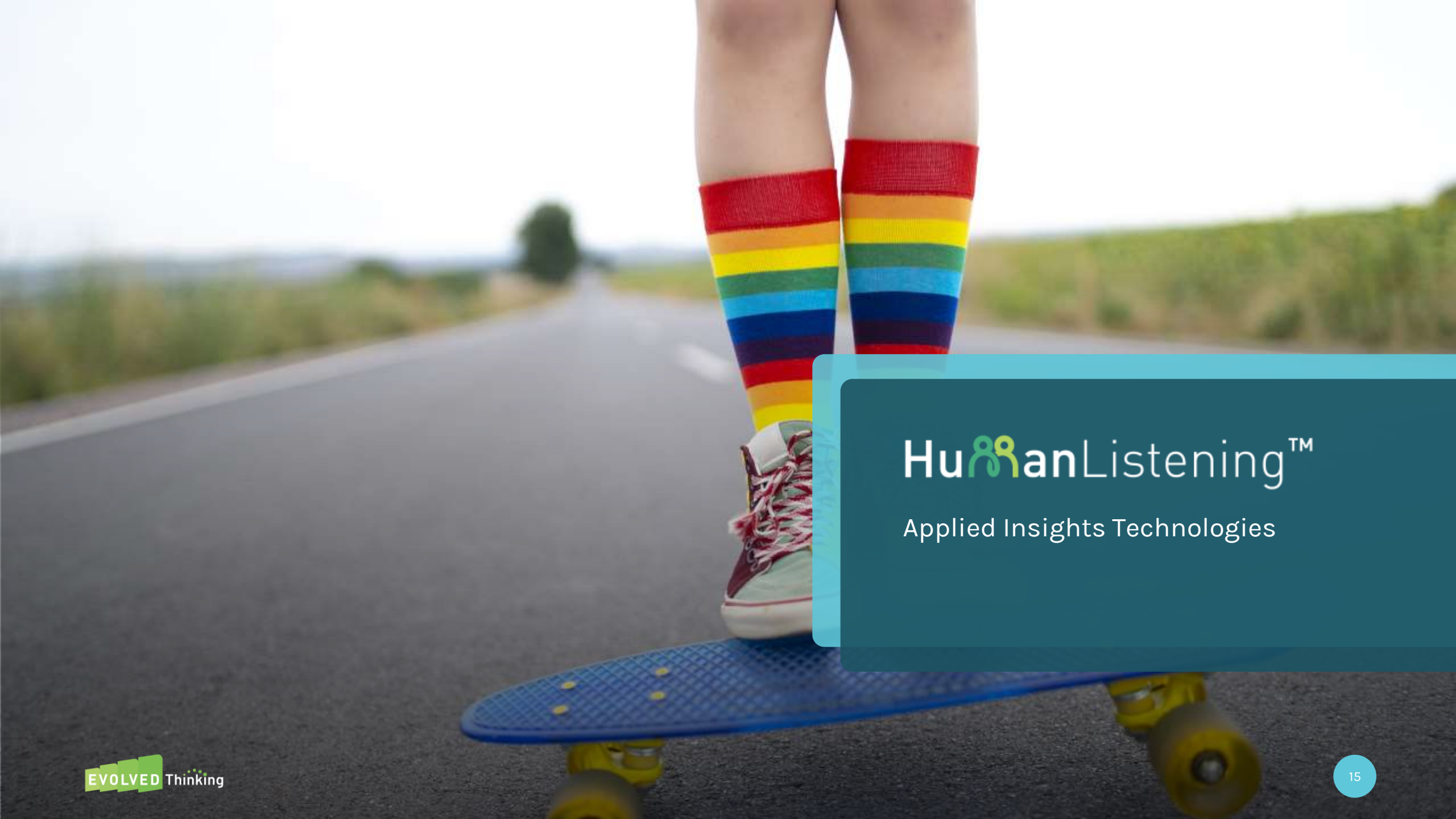


The average Australian rates their behavioural outputs at **6.9 out of 10**

Engagement by industry			
Industry	Average	Industry	Average
Advertising, Arts & Media	8.0	Human Resources & Recruitment	6.9*
Sport & Recreation	7.8	Banking & Financial Services	6.9
Consulting & Strategy	7.6	Manufacturing, Transport & Logistics	6.8
Farming, Animals & Conservation	7.3	Other Services	6.8
Science & Technology	7.3	Administration & Office Support	6.8
Engineering	7.3	Healthcare & Medical	6.8
Construction	7.3	Legal	6.7
Information & Communication Technology	7.2	Retail & Consumer Products	6.7
Education & Training	7.1	Call Centre & Customer Service	6.7
Community Services & Development	7.1	Accommodation Services	6.7
Wholesale Trade	7.0	Public Administration and Safety	6.7
Accounting	7.0	Warehousing	6.6
Mining, Resources & Energy	7.0	Government & Defence	6.5
Sales	6.9	Design & Architecture	6.4*
Real Estate & Property	6.9	Hospitality & Tourism	6.4
Trades & Services	6.9	Marketing & Communications	6.1*
Insurance & Superannuation	6.9		

Base: n=13,399

↑ significantly higher lower at p<.05 versus overall average | *Caution, base < n=30



HumanListening™

Applied Insights Technologies

Introducing EVE Conversations

Powered by Generative AI & NLP



EVE is powered by Large Language Models (LLMs) and traditional Natural Language Processing (NLP).
EVE can engage with thousands of people simultaneously in a very human-like way

Just like briefing a moderator

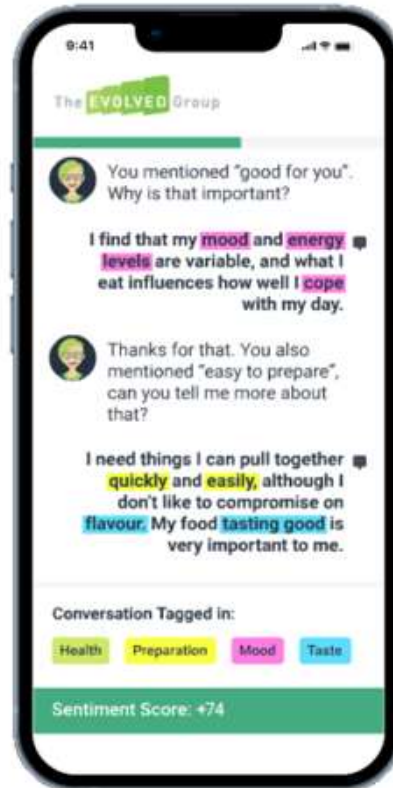


We use 'models' that provide EVE with clarity of what questions to ask, where to focus and how to probe and prompt. We can use qualitative techniques like laddering, projection and story telling.

Multiple ways to engage

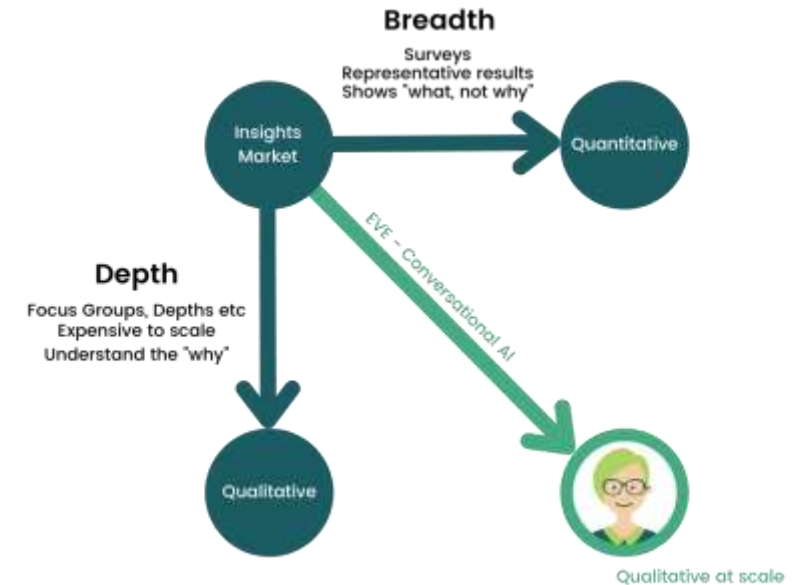
EVE can engage with consumers in different ways that suit their lifestyle – she is also mobile first

- Text chat
- Voice
- SMS
- WhatsApp



EVE is advanced Artificial Intelligence (AI) technology that replaces or augments traditional surveys with natural language conversations.

EVE provides a human-like experience for your consumers when giving feedback.



Proven globally

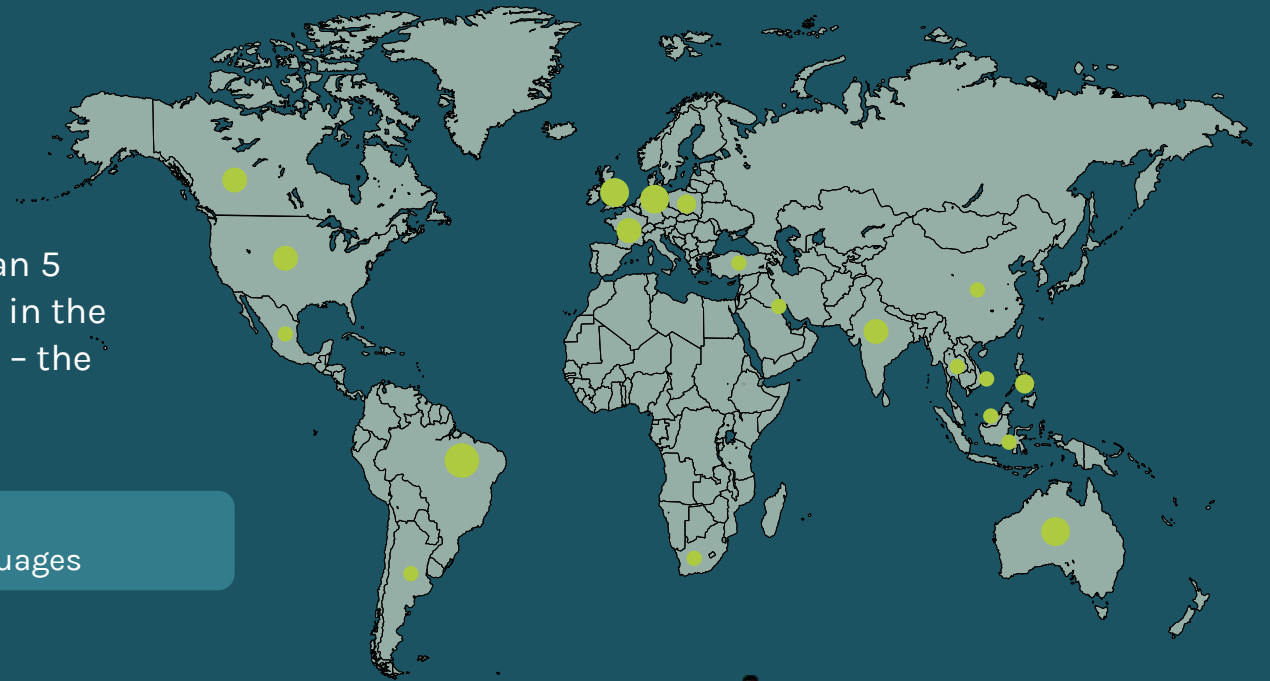
5.8m

We have had more than 5 million conversations in the last 2 years using EVE - the technology is proven

300+ studies

21 countries

18 languages



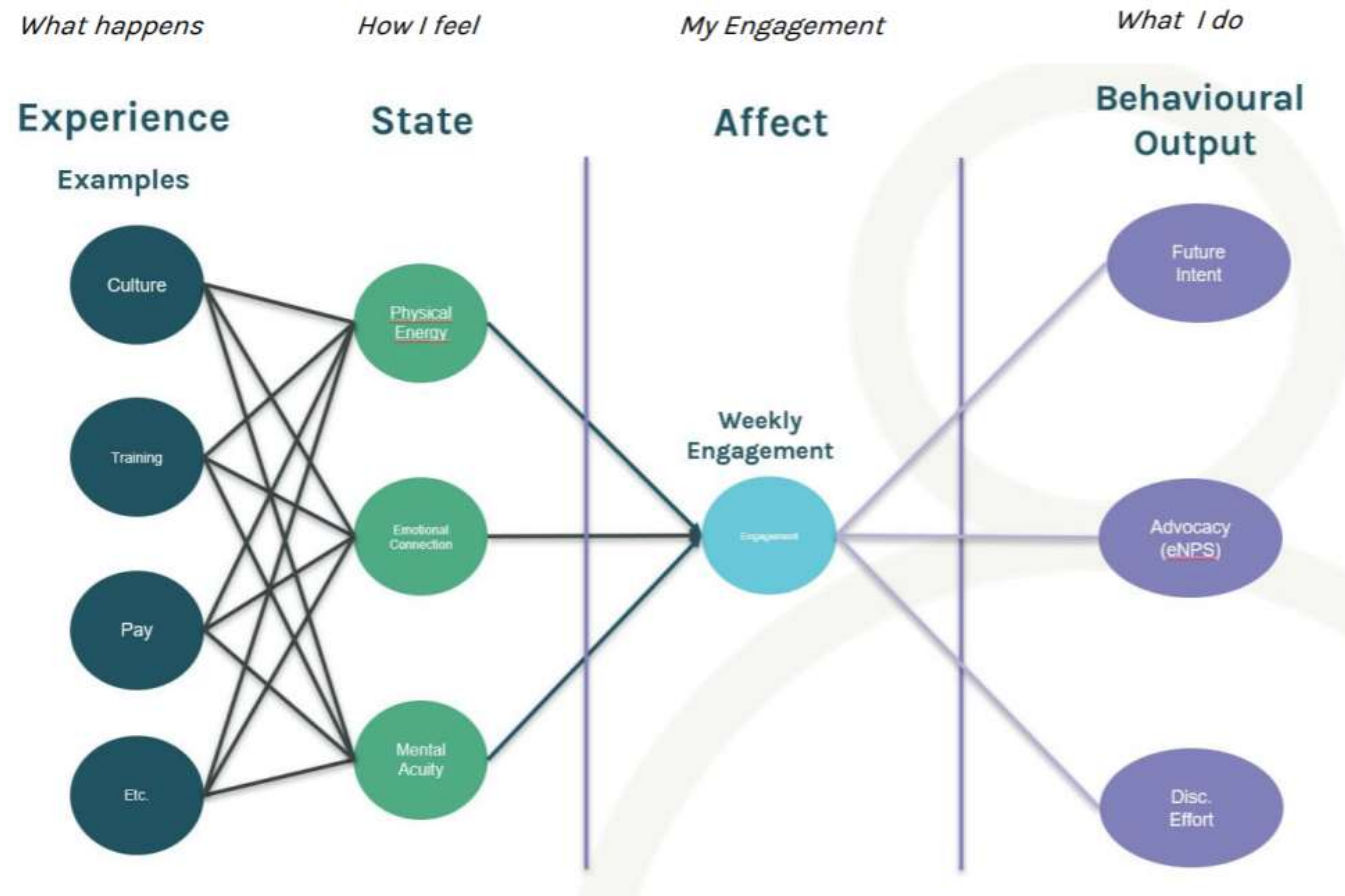
Unique Capabilities

- Multi-language conversations and analytics
- Easily integrated into quantitative surveys – either in our platform or 3rd party
- You can control the level of empathy in probing
- Adaptive and able to explore new areas of interest
- You can train her to have long or short conversations
- It takes just a few minutes to set up a highly functional conversation



The Employee Experience Report – Analytical Framework

Our EVE Analysis is built around the idea of being human and the things that shape our emotional responses



Smile Badge – Morpnic Differential Scaling

Smile Badge is a 100-point mobile first animated scale – as you move the slide the face changes from unhappy to happy in a seamless way.

Please use the slider below to indicate how you felt over the last day (24 hours)?



This is a non-verbal scale that gives us great fidelity not possible with a standard Likert scale. Once people rate their feeling, EVE gets to work with her moderation skills to discuss why they feel that way. We've also been recording how people spent their time in the preceding 24 hours they rated.

Working with Evolved Thinking



Quality

ISO27001

ESOMAR

The Research Society



Capability

Global Reach

Insights Platform

Data Science Practice

Research Consulting

Strategic Analysis



Values

Clients First

Problem Solving

Sharing Value

Supporting Communities



Innovation

EVE - Conversational AI

HumanListening

Evolved Communities

Applied AI

Human Insights

Ideation & NPD

Testing your ideas to find the ones most likely to find traction and succeed in market

Consumer Insights

Exploring market opportunities with persona development, market segmentation, price testing and many other methods - become a consumer centric organisation

Category Insights

Understanding your category in detail through human insights - what your customers want, when they want it and what they expect from the experience

Customer Experience & VOC

Develop great customer experiences that lead to advocacy, loyalty and deeper customer relationships

Employee Experiences

A workplace engagement platform that delivers benefits across the full employee lifecycle, replacing traditional surveys with Conversational AI.

Brand Insights

Understand how your brand is performing in market, explore your advertising performance and identifying positioning opportunities in a competitive context

Evolved Thinking is part of The Evolved Group, a technology enabled Human Insights Company

We work with a broad range of organisations to identify opportunities and optimise experiences

info@theevolvedgroup.com

+61 3 9670 1909

