

THE CASE FOR EMPLOYEE ENGAGEMENT

HOW EMPOWERING EMPLOYEES TO LEAD GIVING AND
VOLUNTEERING PROGRAMS IS GOOD FOR BUSINESS



70% of Indian employees are disengaged!

It's a troubling statistic, and one that has real impact on your business bottom line. These workers aren't just unmotivated. They're completely checked out. Lower productivity. Lousy attitudes. Lame results.

And worst of all: 20% of them are "actively disengaged". These, the most disengaged of all employees, may even be engaged in active sabotage against your business.

Each disengaged employee on your payroll is costing you between **INR 2 to 7 lakh** in decreased productivity.

Disengaged employees cost your business real money.



**PROFITABILITY
LOYALTY+12%**

QUALITY+60%

PRODUCTIVITY+18%

Improve Key Performance Indicator
(KPI) metrics across the board

Employee engagement dramatically improves the business bottom line!

The positive impact of an engaged workforce on financial performance is becoming clearer every day. For companies seeking the highest level of financial performance, employee engagement is no longer viewed as a “nice-to-have”, or a “by-the-way” – it’s being managed as absolutely essential to the business bottom line.

80% of CEOs underperform on the Nifty when engagement is low. Contrast that with those with engaged workforces: those companies with top quartile engagement see 2x net profit and 2.5x revenue growth versus those in the bottom.



93%

**OF EMPLOYEES
WHO VOLUNTEER
ARE HAPPY WITH
THEIR EMPLOYER**

Volunteering and giving drive transformational engagement levels

Today, no fewer than one-third of Indian corporations embrace some form of employee volunteering or giving program.

And the evidence is mounting that those who do so with an eye towards creating lasting social change -- not just a temporary spike in consumer good will -- see important brand benefits.

They command premium prices, and ultimately, find themselves in a position to command a higher brand valuation.



70%

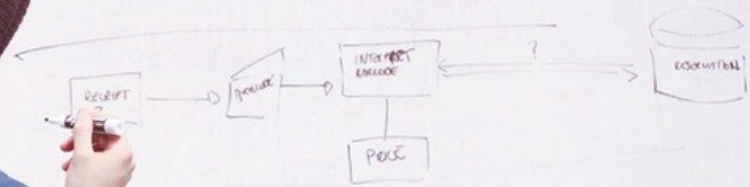
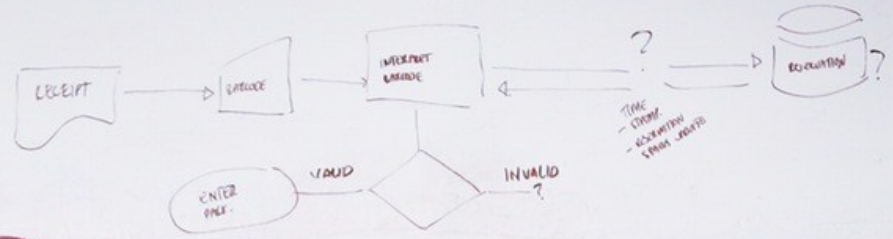
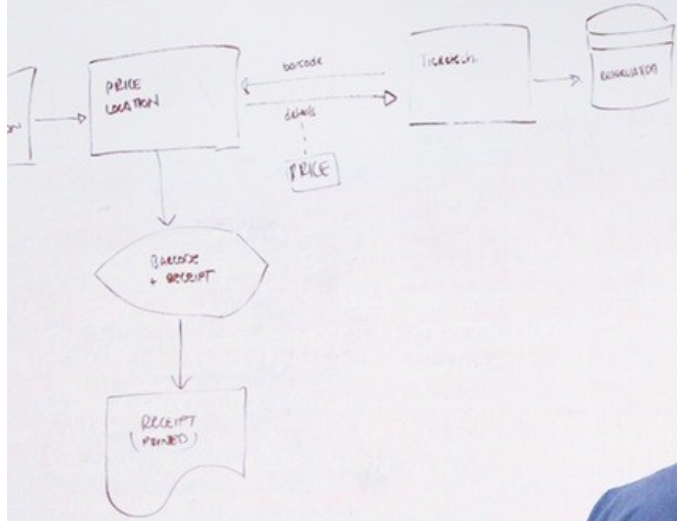
of millennial strongly favor companies that are committed to the community

Attract, retain and inspire innovative talent

Top talent, customers, and shareholders now expect a strong corporate commitment to giving and volunteering. What's more, it's table stakes if you're trying to attract millennial talent (who'll make up an estimated 50% of the workforce by 2020).

Millennials expect to see a social change program in the company they work for.

They're also more likely to stay with you and experience higher levels of satisfaction if you engage them through volunteering and giving.



54%

**OF EMPLOYEES
WHO ARE PROUD
OF THEIR
COMPANY'S
CONTRIBUTIONS TO
SOCIETY ARE
ENGAGED AT WORK**

Transcend traditional philanthropy

A high-impact, engagement-centric volunteering and giving program includes among its strategies:

- Deputize leaders at all levels to drive the program, thereby building leadership capability at all levels of the organization
- Harness the new energy and inspiration the workforce gains through giving back to help innovate and transform your core products and services
- Instill organization-wide commitment to great business results and lasting social change as a part of your corporate DNA



Innovative giving programs demand transformational technology

Traditional giving programs have been handcuffed by technology infrastructure and vendor mindsets focused on the bare minimum - limping along trying to manage through administrative tasks like managing donations and volunteer sign-ups.

Your program must place new levels of attention on sharing and interaction, and empowering local administrators.

As your workplace grows and changes, the investment in a solid technology solution and partnerships with industry experts can help move your program forward, faster, with a lower overall total cost of ownership.



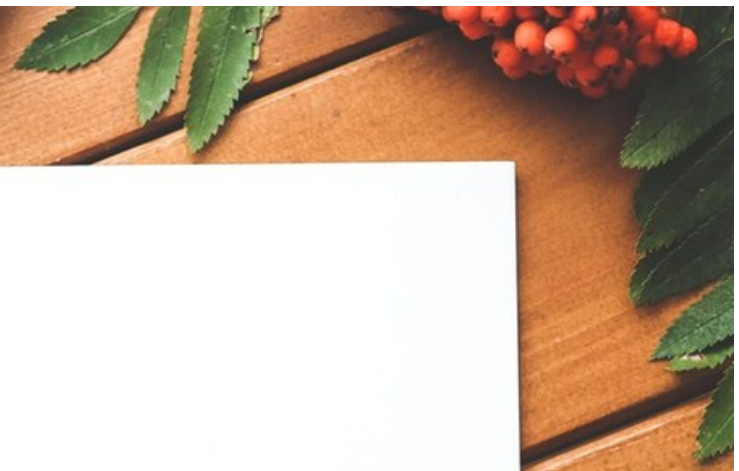
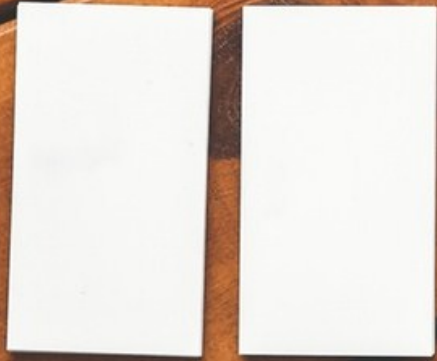
What Makes Us Different

- The first, true SaaS technology solution built for employee giving. Get started giving back faster, and scale your program more easily. For less time and money -- so it's easy to make giving part of your company DNA.
- A revolutionary approach to driving action and measuring impact. A true banking solution, seamless donor management, an intelligent campaign infrastructure, and intuitive analytics take the guess-work out of giving back.
- Flexibility and ease of use at the lowest total cost of ownership. It's faster than ever to create and manage giving campaigns, and involve your employees. Integrates easily with existing systems - plus, you get automatic upgrades and easy scalability, so your technology can -- at long last -- match the pace of your program's evolution.
- Local and global engagement. Engage local community leaders in a way that's strategic AND relevant company-wide. Social, mobile and interactive technology makes it possible for administrators to plan, communicate and execute for impact, while empowering local leaders to their full potential.
- An unprecedented vision. For how corporate philanthropy and employee giving and volunteering should evolve, and the commitment to actually make it happen. Robust nonprofit opportunities, world-class service.



In Summary:

- Over 70M disengaged employees = a cost in the form of lost productivity
- Engaged employees contribute to a healthy business bottom line: 2x net profit – 2.5x revenue growth...
- ...and ultimately contributes to brand valuation, corporate reputation, talent attraction and retention, and drives leadership and innovation capability
- A strategic employee giving and volunteering program is the most vital tool in your toolkit for reaching inspirational (90%+) engagement levels
- Transcending traditional philanthropy and driving sustained impact and engagement requires transformational technology and unprecedented vision





**Engage your employees through
workforce giving and raising funds**

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