

# industry report: business services edition

The State of Employee Engagement

modernsurvey

## Our Mission

Accelerating people to the extraordinary.

## Employee Engagement

Engagement is the degree to which employees are psychologically invested in the organization and motivated to contribute to its success.

Engagement results in discretionary effort toward attaining organizational goals.

## About the Study

Every six months, Modern Survey conducts a study of the U.S. Workforce and its level of employee engagement.

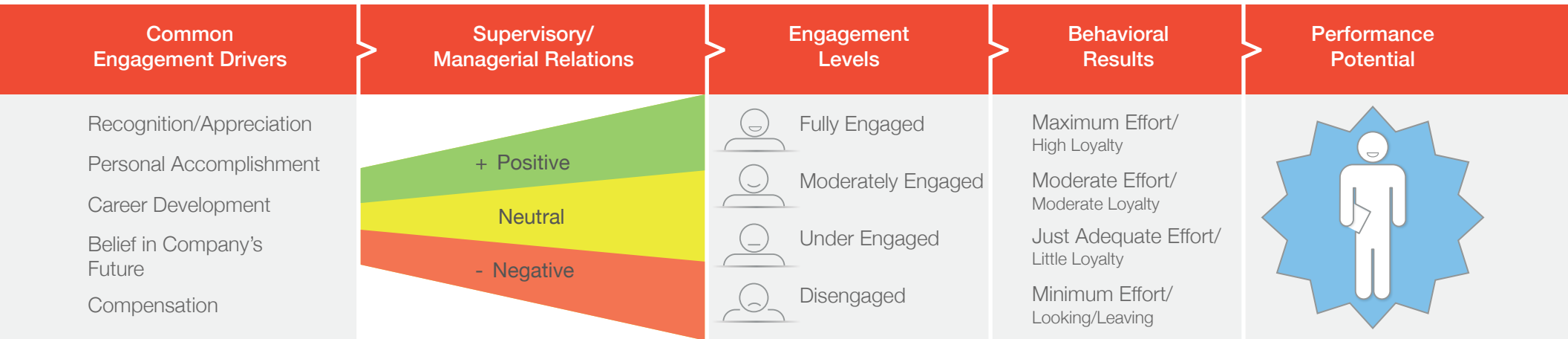
This report summarizes the results for organizations in the business services industry segment across the United States.

A sample of the organizations represented in this study are:

Accenture, Automatic Data Processing Inc., Comdata Corporation, Computer Sciences Corporation, Deloitte, Equifax, Hewlett Packard, IBM, MarketTools, Merrill Corporation, Nielsen Associates, Omnicom Media Group, Oracle, Pearson Assessments, Pitney Bowes, Securitas Security Services, Snelling Personnel, Sodexo, Strategic Outsourcing, Tata Consultancy Services

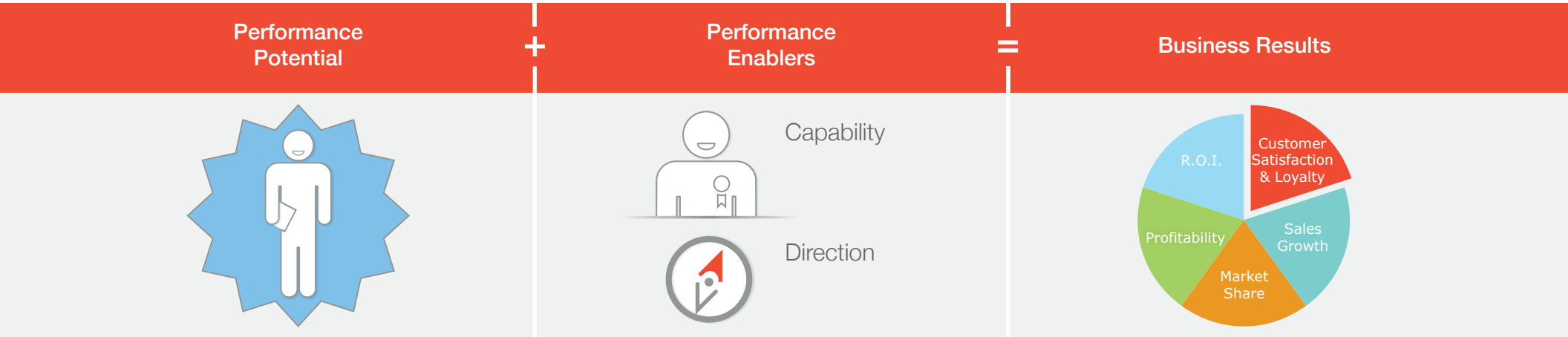
# Our Model

Exceptional leaders (both senior leaders and direct managers) know how to leverage the drivers of engagement and normally have highly engaged employees. Those highly engaged employees provide maximum effort on the job and reach their performance potential. Poor leaders often have under engaged or disengaged employees who leave their performance potential untapped.

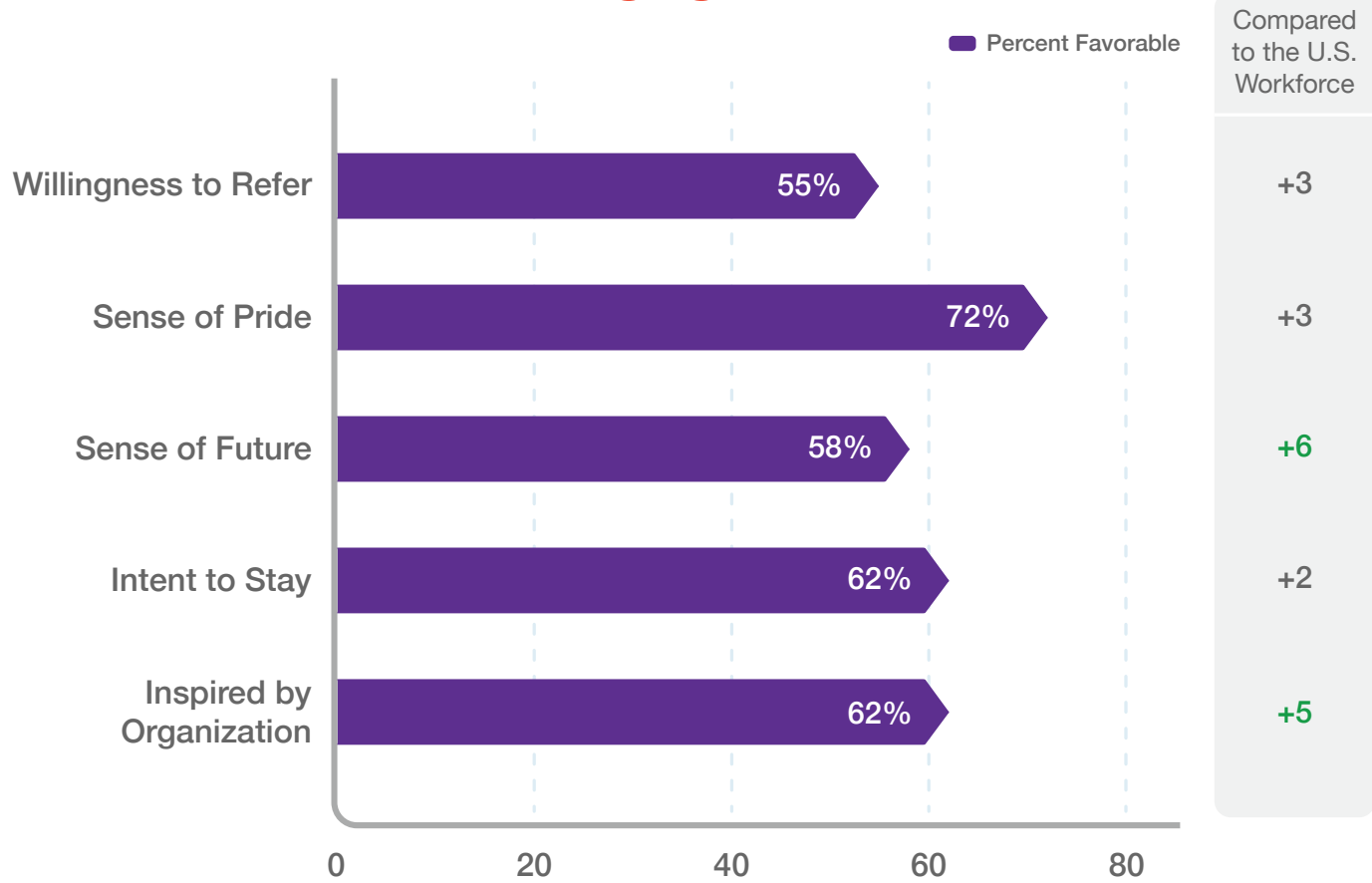


# Our Model

Engagement or “Performance Potential” is not all an organization needs to reach performance goals. You need engaged employees who have the “Capabilities” to do their job and have the proper “Direction” to know where to apply their efforts and abilities. When you have high levels of engagement, capabilities, and direction, you have the opportunity to peak perform.

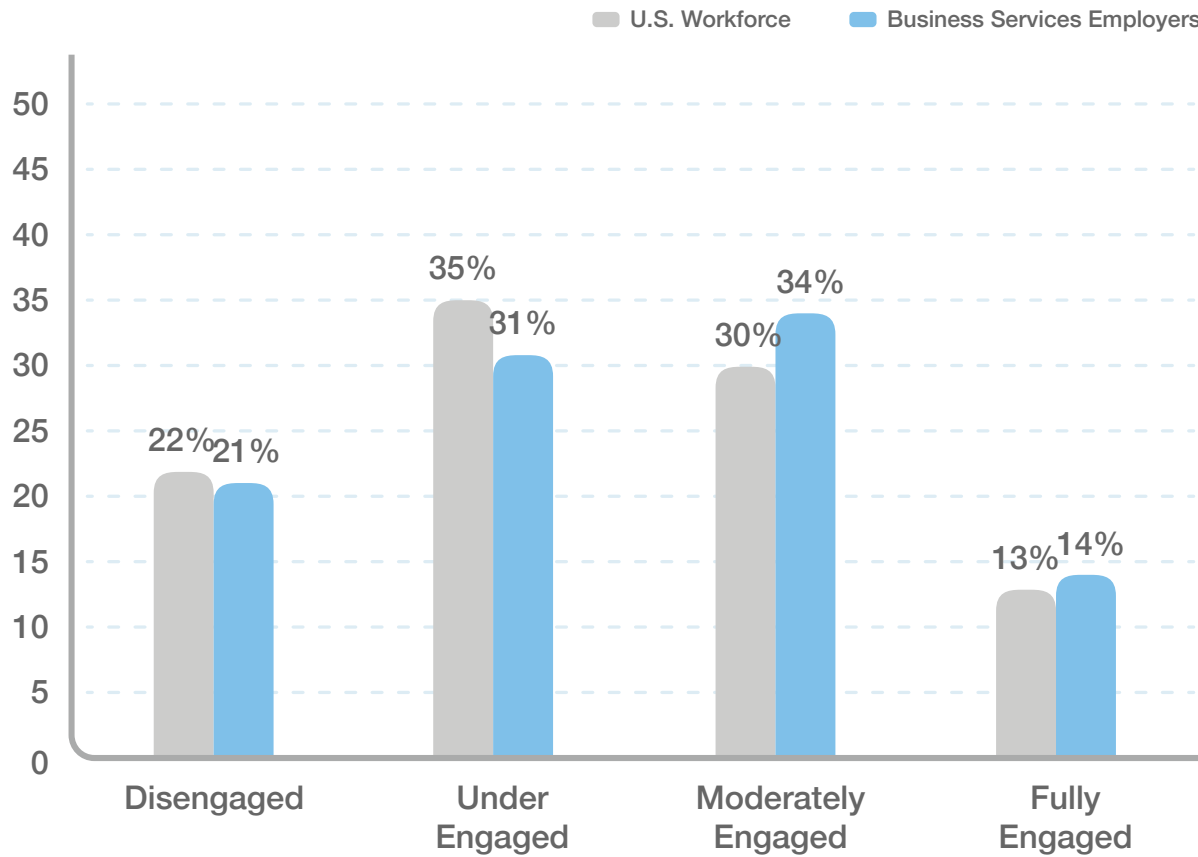


# Business Services Engagement Index



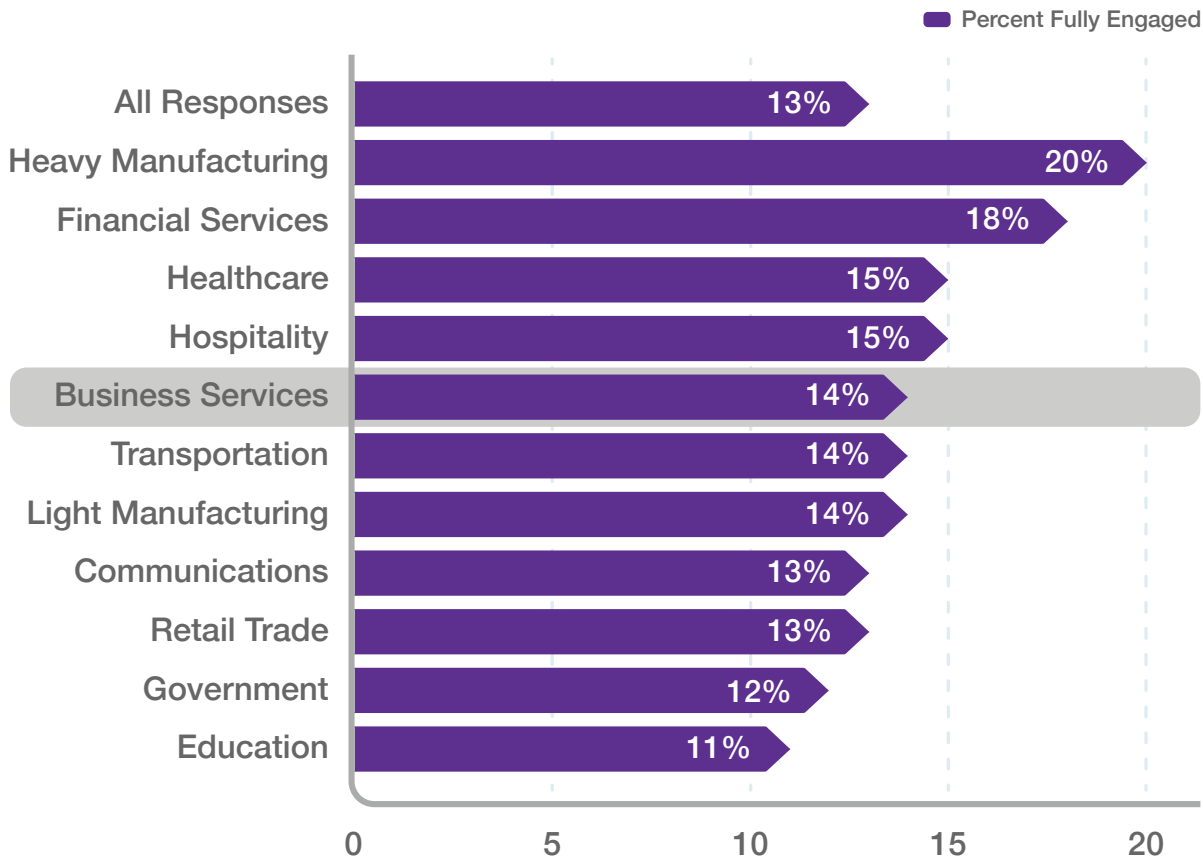
Business Services employers score above the national average for all five employee engagement index items. The Business Services sector is significantly more favorable than the U.S. Workforce for the “Sense of Future,” and the “Inspired by Organization” items.

# Business Services Engagement Levels



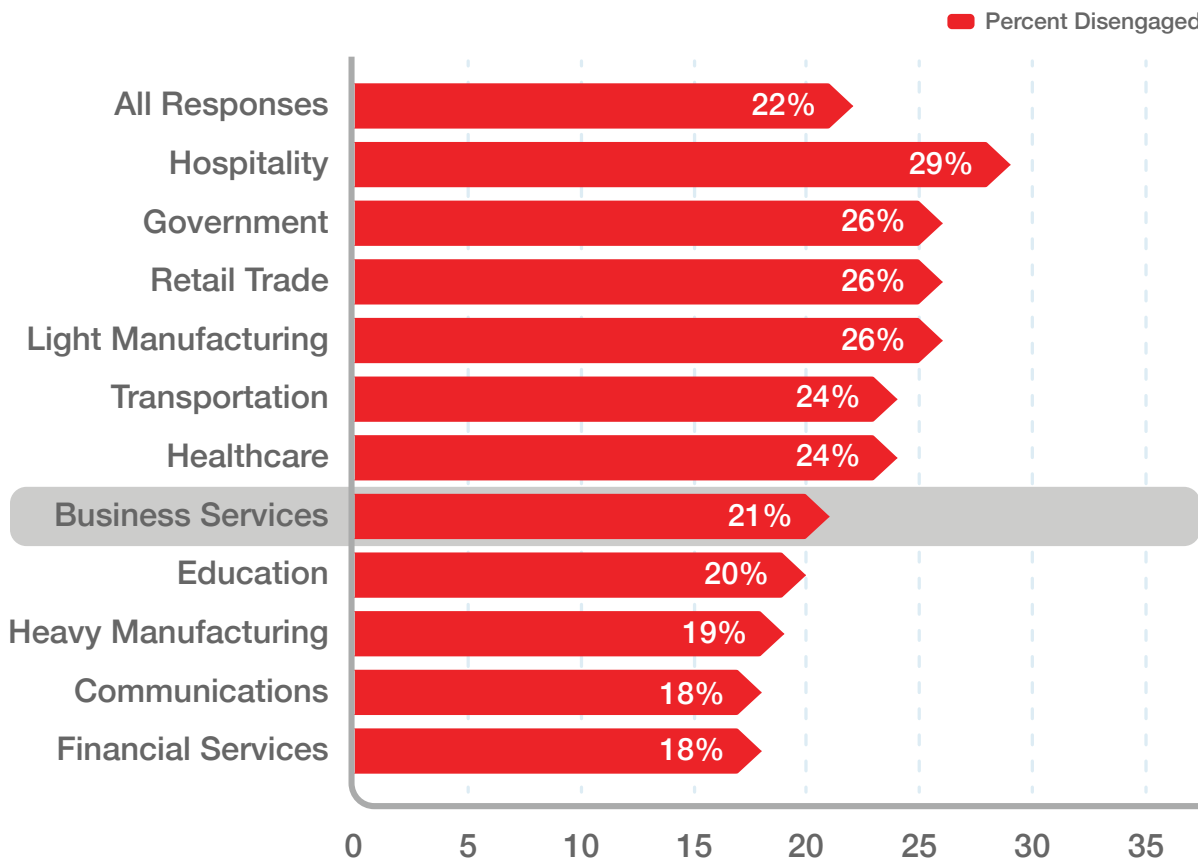
Overall, the engagement levels profile for the Business Services sector is more favorable than the profile for the U.S. Workforce as a whole. Business Services employers have notably more “Moderately Engaged” employees than the U.S. Workforce, and also fewer “Under Engaged” employees.

# Engagement Levels - Industry



The Business Services industry segment has essentially the same number of Fully Engaged employees as does the total U.S. Workforce.

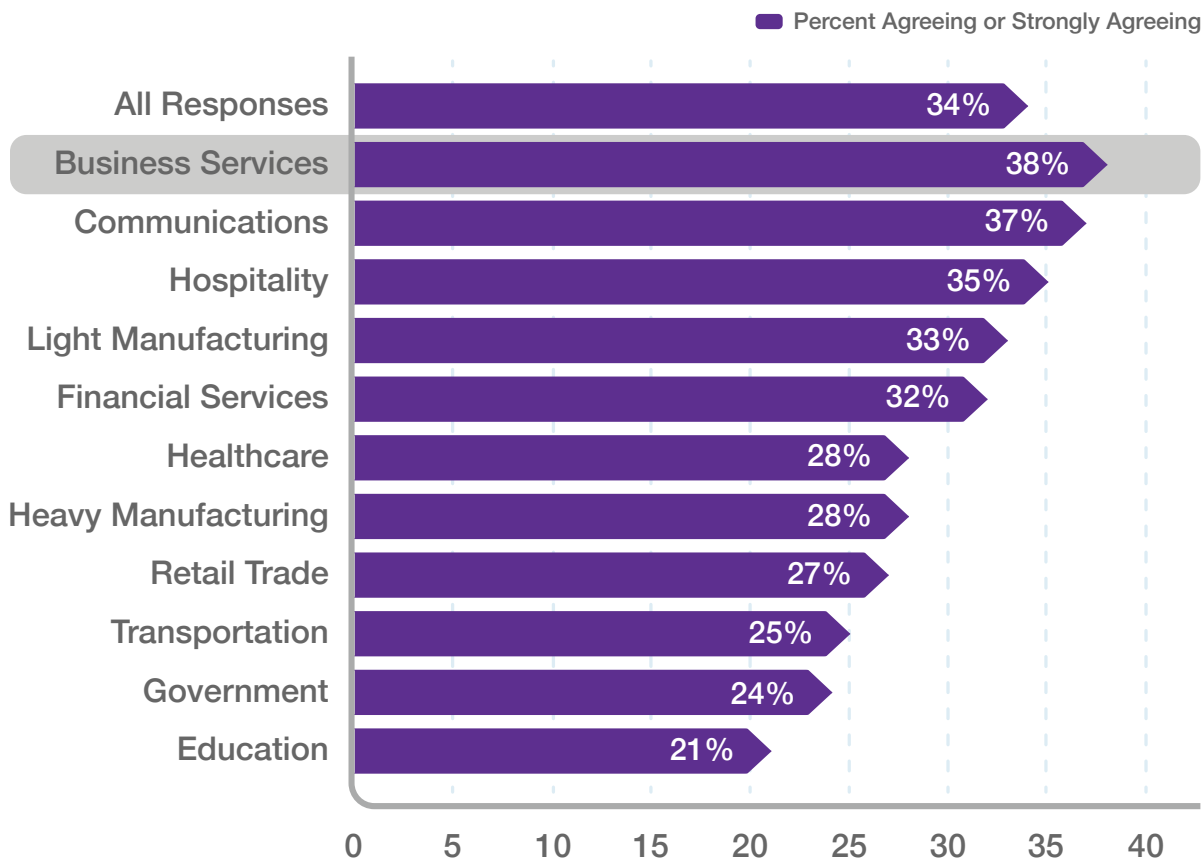
# Disengagement Levels - Industry



The number of Disengaged employees in the Business Services industry segment is also essentially the same as for the U.S. Workforce as a whole.



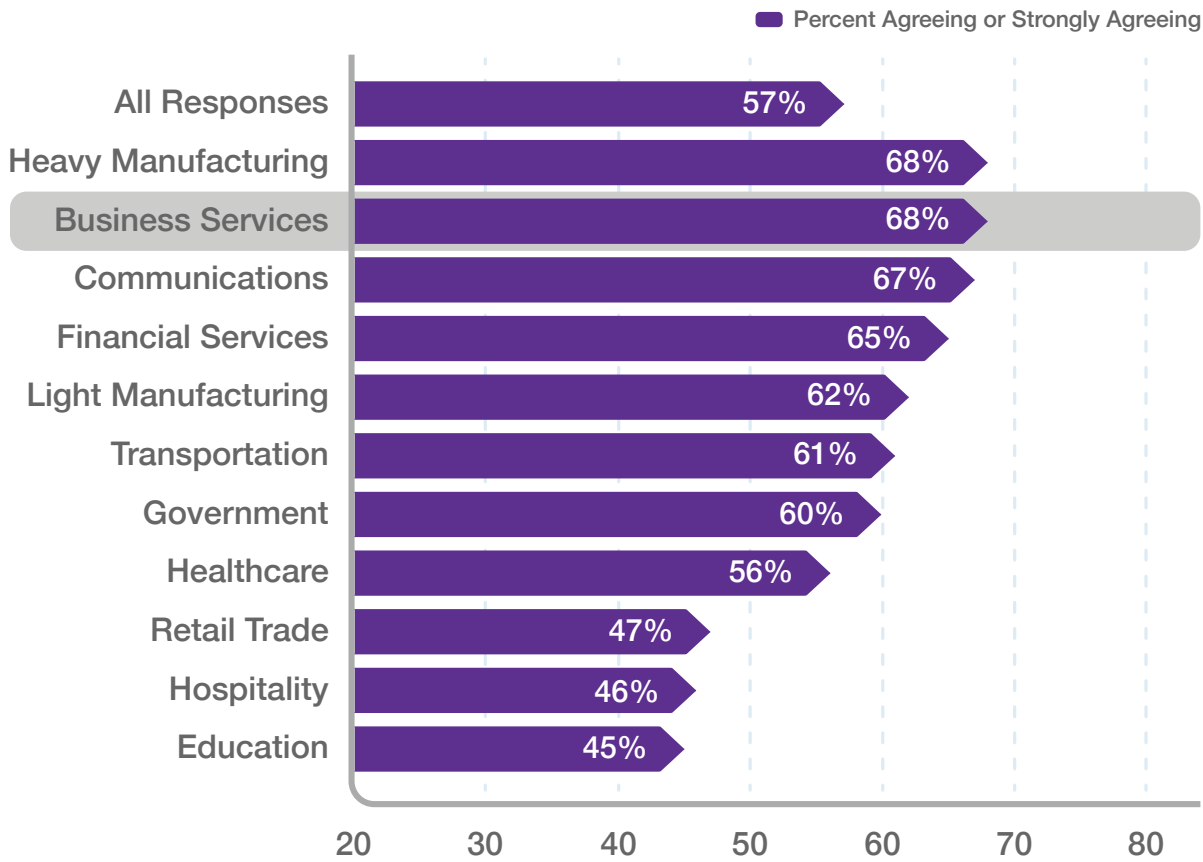
## Looking to Leave Current Organization\*



Despite the essentially average results for engagement, the Business Services sector falls at the top of the industry ranking for employees currently looking for jobs elsewhere. No other industry sector has more workers who are looking to leave than Business Services.

\* Actual wording is: "I am currently looking for a new job at a different organization."

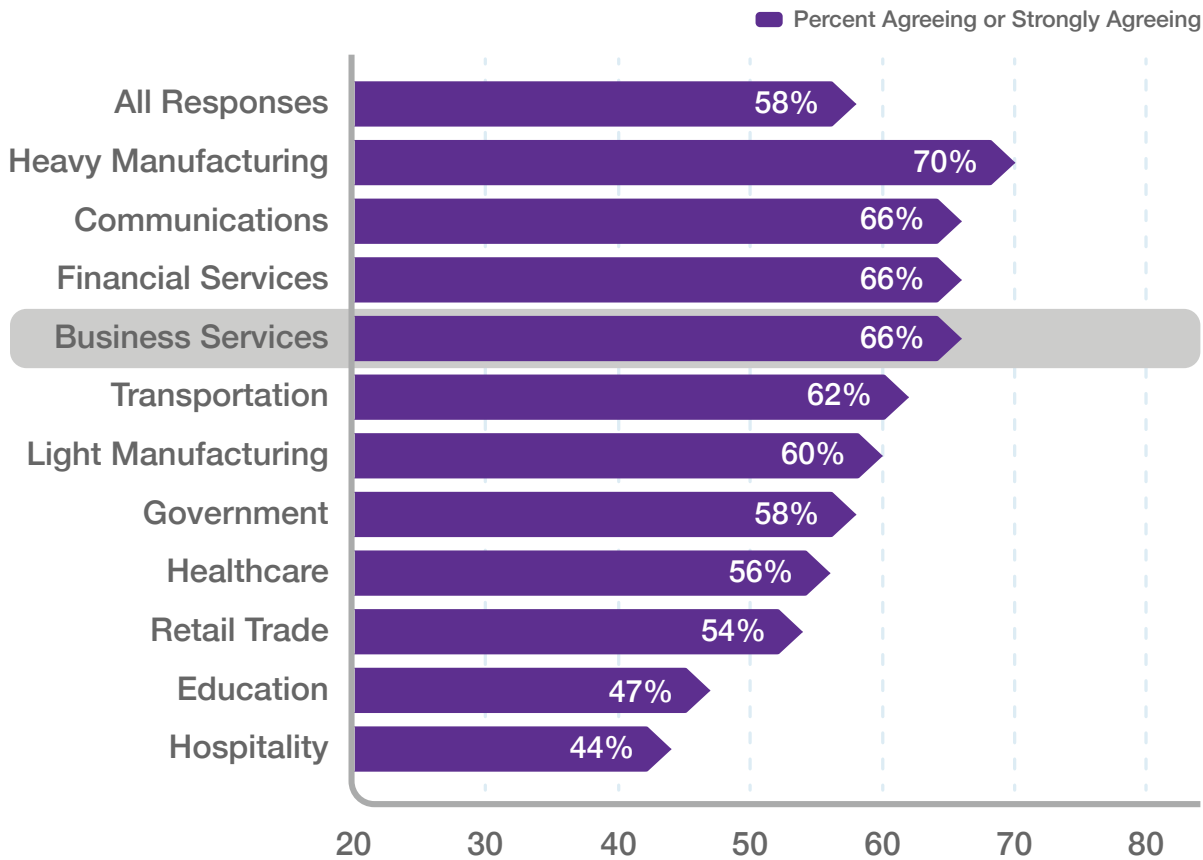
## Rating of Pay\*



The ratings of pay fairness in the Business Services sector are among the most favorable of all industries.

\* Actual wording is: "I am paid fairly for the work I do."

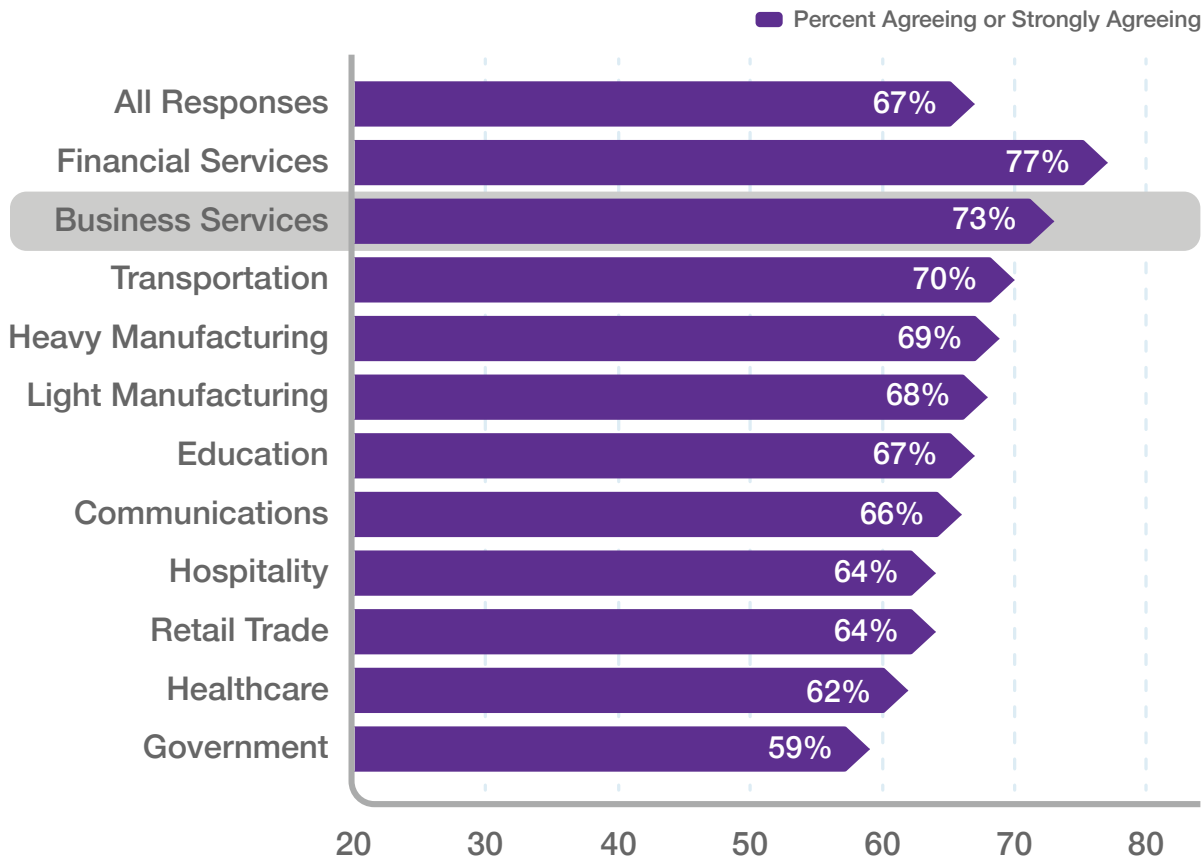
## Rating of Total Compensation\*



The rating of total compensation is virtually the same as the rating of pay fairness in the Business Services sector.

\* Actual wording is: "My total compensation package is competitive in our industry."

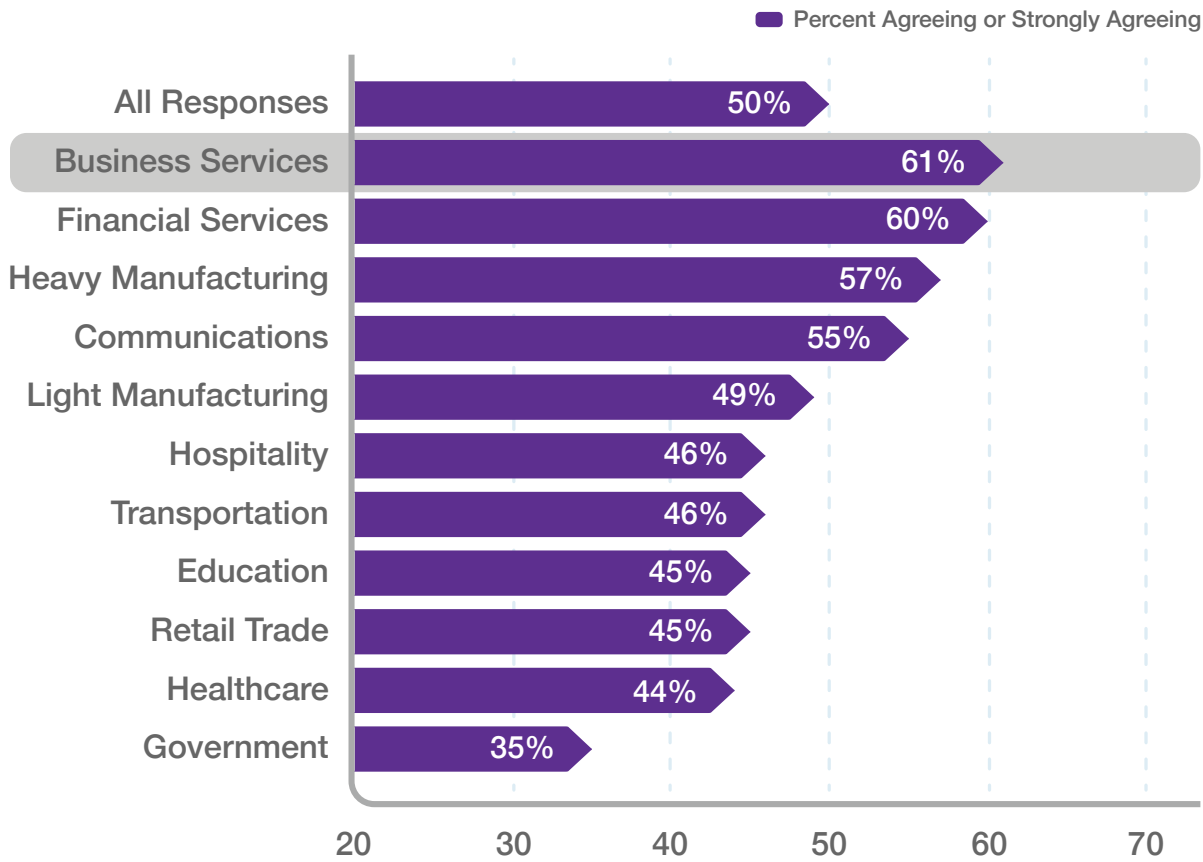
# Trust in Manager\*



The Business Services sector is significantly above average in terms of the number of employees who say they trust their direct manager.

\* Actual wording is: "I trust my direct manager."

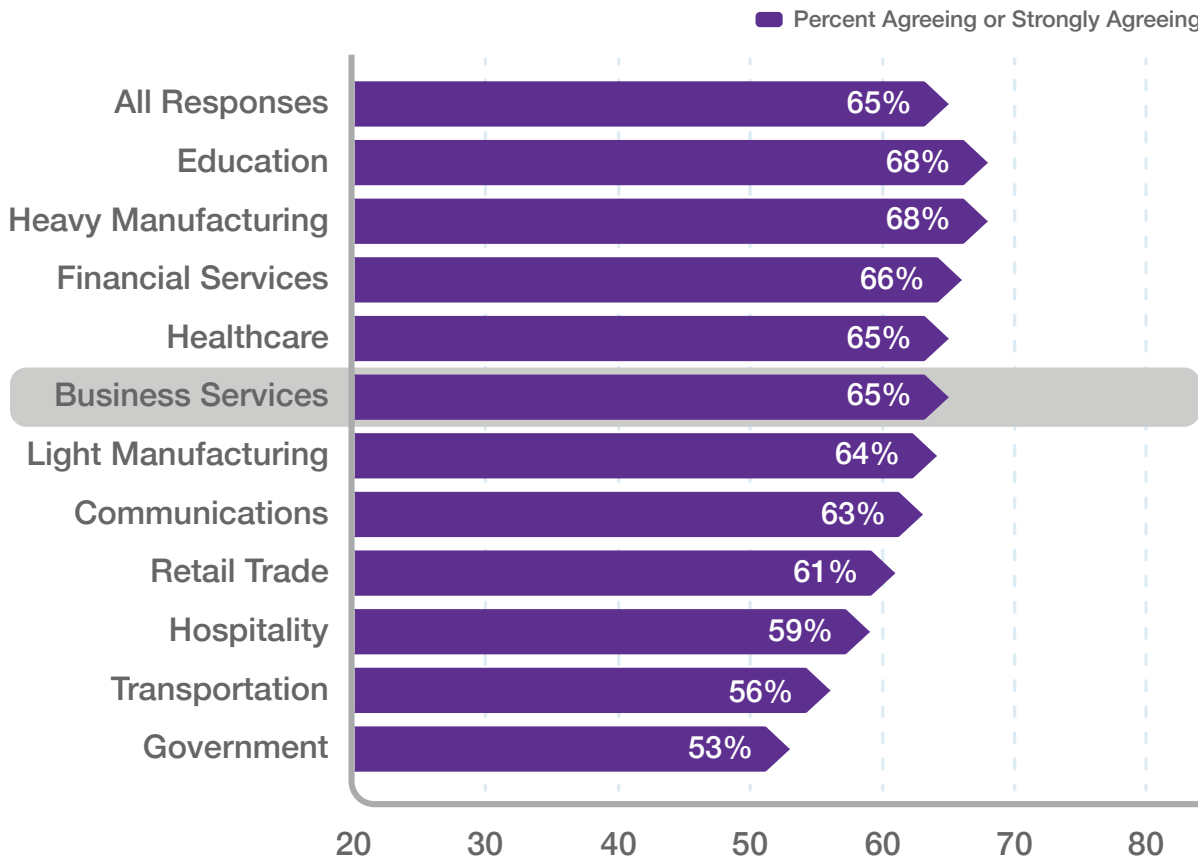
# Trust in Senior Management\*



And the Business Services sector tops the industry ranking for the trust employees have in their senior management.

\* Actual wording is: "I trust my company's/organization's senior management."

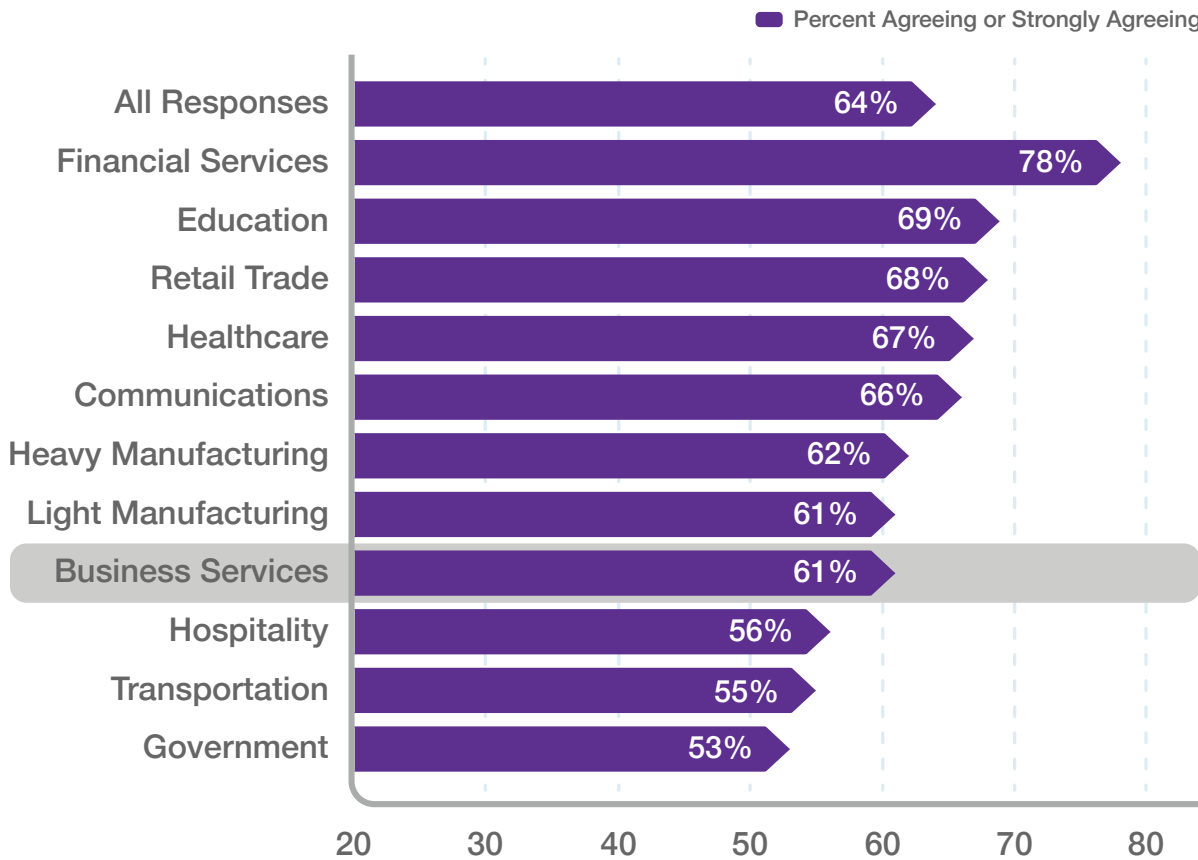
# Importance of Corporate Social Responsibility\*



Business Services scores right at the national average for the perceived importance of corporate social responsibility. Just under two out of every three Business Services employees feel that it is important to work for a socially responsible organization.

\*Actual wording is: "It is important to me to work for a company/organization that is socially responsible."

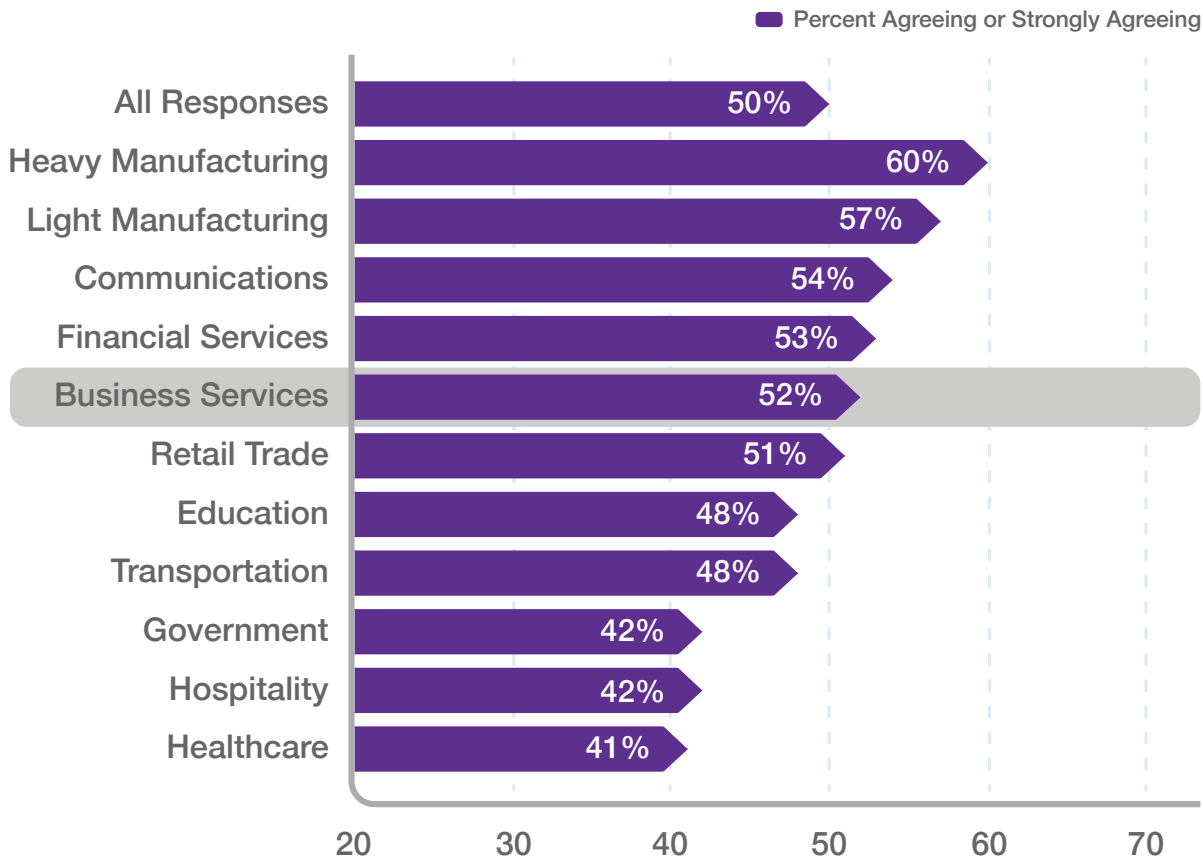
## Rating of Employer on “Giving Back” to the Community\*



Yet the Business Services industry sector scores well below average for the rating that employees give their organizations on “giving back” to their communities.

\* Actual wording is: “My company/organization does a good job of “giving back” to the communities in which we live and work.”

# Rating of Employer on Protecting the Environment\*



Finally, Business Services scores just slightly above average for protecting the environment. Just over half of Business Services employees rate their organization favorably for protecting the environment.

\* Actual wording is: "My company/organization is taking important steps to protect the environment."



## Differentiation Through Engagement

Creating a culture of engagement provides a competitive advantage for your organization. In a culture of engagement, attracting talent is easier, employee performance improves, and customers are more likely to be delighted.

## Take Action!

Do you want to learn more about Modern Survey's employee engagement research? Schedule time to discuss your industry, your needs, and our capabilities with one of our experts. To schedule, email [ask@modernsurvey.com](mailto:ask@modernsurvey.com) or call 612-399-3837.

## About Modern Survey

Modern Survey measures workforce intensity -- that fire in your company's belly that makes all things possible. Our human capital measurement software combines feedback, benchmarks, and data from enterprise systems to elucidate the correlation between employee performance and company success. We analyze the stuff your talent-management system can't -- so that you know what to do next.

To learn more, please go to [www.modernsurvey.com](http://www.modernsurvey.com).