HR's Impact on a Company's Talent Brand Revealed in ADP Research Institute® Study

New metric to measure HR performance pinpoints specific factors that influence talent brand, intent to leave and people to actually leave in 25-country study of 32,000+ respondents, with HR XPerience Score (HRXPS)

A single point of contact influences HR XPerience Score (HRXPS):

2x

Employees are **twice as likely to say HR is Value-Promoting** when they experience a single point of contact with HR compared to multiple HR contacts

Frequency of interactions matter:

7.4x

Employees are **7.4 times more likely to say HR is Value-Promoting** when they experience seven interactions with HR compared to no interactions

HR services directly deliver a higher HRXPS:

11x

The more HR services an employee uses, the higher the HRXPS; employees who use **five services are 11 times more likely to say HR is Value-Promoting**

? What influences HRXPS:

A positive perspective of HR:

When an employee thinks HR is Value-Promoting, they are **8 times more likely to be a talent brand promoter**

8x

Likelihood of intent to leave:

Employees who are Value-Promoting are **3.7 times more likely to have no intent to leave** compared to Value-Detracting

3.7x

Timeline to actual voluntary terminations:

Employees who voluntarily leave are **1.6 times more likely to see HR as Value-Detracting** three months prior to leaving the company

1.6x

Top HR services that influence HRXPS:

1 Onboarding:

8.5x

Employees that experience a formal onboarding process are **8.5 times more likely to say HR is Value-Promoting** compared to those who had no formal onboarding

2 Performance Attention:

4.4x

Employees who receive the most frequent attention on their performance are **4.4 times more likely to say HR is Value-Promoting** than those who receive no performance attention

3 Health Benefits:

3.5x
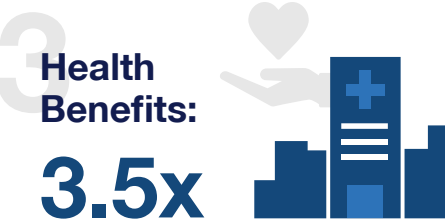
Employees who receive health benefits and use them are **3.5 times more likely to say HR is Value-Promoting** than those not offered health benefits

For a more detailed look and to download the ADP Research Institute's HRXPS, visit **ADPRI.org.**

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