



Employee Engagement Report Q2 - 2024

seated message

CONTENTS



03 EXECUTIVE SUMMARY

04 ENPS - GOODWELL SCORE

05 COMPARISON TO PRIOR SURVEY

07 CATEGORY SUMMARY

09 CATEGORY SCORES

10 COMMENTS NEEDING REVIEW

11 COMPANY STRENGTHS

12 ENPS CHARTS

EXECUTIVE SUMMARY

Executive Summary:

The employee feedback from Seated Massage indicates a generally positive work environment with friendly, supportive management and good communication. Employees appreciate the clear job explanations, reliable online system, and the company's inclusive and environmentally conscious culture. However, some areas for improvement include increasing hourly pay rates to be more competitive with other companies and addressing concerns about the physical demands of seated massage on therapists' hands.

Positives:

1. Friendly, supportive, and communicative management team
2. Clear job explanations and reliable online practitioner system
3. Inclusive company culture that values its employees
4. Prompt payment and superannuation contributions for contractors

Negatives:

1. Lower hourly pay rates compared to other companies in the industry
2. Physical demands of seated massage can be challenging for some therapists
3. Limited work opportunities for some employees

Common Themes for Improvement:

1. Review and adjust hourly pay rates to be more competitive with industry standards, considering annual increases based on the Consumer Price Index (CPI)
2. Explore ways to mitigate the physical strain of seated massage on therapists, such as offering training on ergonomic techniques or providing supportive equipment
3. Investigate opportunities to increase the number of available jobs for therapists to ensure a steady workflow for all employees

72
eNPS

48%
Participation Rate



GOODWELL SCORE

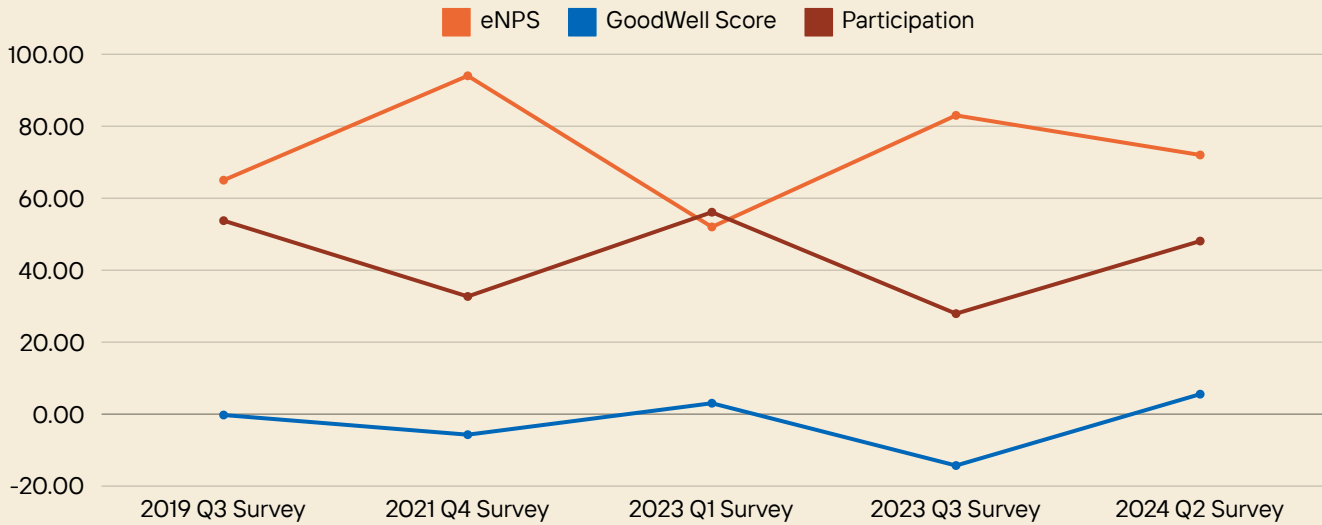
Measuring employee engagement is critical for companies to understand how satisfied and committed their employees are. A common metric used is the employee Net Promoter Score (eNPS) which asks employees how likely they are to recommend their company as a place to work. However, one limitation of eNPS is that it does not capture the views of employees who do not respond to our surveys.

We have developed an enhanced approach to measuring engagement called the GoodWell Score. This proprietary methodology incorporates the standard eNPS approach along with a proprietary model for incorporating non-participants. By accounting for both survey respondents and estimated scores for non-respondents, the GoodWell Score provides a more comprehensive and meaningful measure of employee sentiment across our entire workforce.

The benefit of this enhanced approach is that leadership has a fuller picture of employee engagement levels, allowing our customers to better identify priorities and opportunities to strengthen their culture. The most accurate approach is to encourage strong participation in the survey, however, when employees do not respond the GoodWell score provides a solid approach to making sure all voices are accounted for.

Ultimately, we believe this metric empowers our customers to make smarter decisions to enhance the employee experience for all.

ENPS AND GOODWELL SCORE



COMPARISON TO LAST SURVEY

Positive themes consistent across both surveys:

1. Professionalism: Employees consistently mention that Seated Massage is a professional, well-organized company with clear communication and instructions.
2. Supportive management: Many employees appreciate the friendly, supportive, and caring attitude of the management team, particularly Stu and Lena.
3. Good communication: Several employees highlight the reliable communication and detailed explanations of job requirements.
4. Easy payment process: Employees find the payment process smooth and efficient, with the practitioner lounge making it easy to invoice after completing a service.

Emerging concerns in the Q2 2024 survey:

1. Pay rates: While pay was not a significant issue in the Q4 2023 survey, multiple employees in the Q2 2024 survey mention that the hourly rate seems lower than it could be, with some suggesting \$60 or higher would be more appropriate. One employee also notes that other companies offer \$55 to \$60 per hour plus superannuation.
2. Limited work opportunities: A few employees in the Q2 2024 survey indicate that they are not getting as much work through Seated Massage, suggesting that the company may not have many jobs on offer.
3. Physical demands: One employee in the Q2 2024 survey points out that seated massage requires excessive use of fingers, which can be difficult for some massage therapists.

COMPARISON TO LAST SURVEY CONT

Positive developments in the Q2 2024 survey:

1. Environmental consciousness: An employee appreciates that Seated Massage is mindful of its environmental impact.
2. Superannuation payments: Several employees in the Q2 2024 survey express satisfaction with receiving superannuation payments as contractors.

In conclusion, while Seated Massage maintains a strong reputation for professionalism, support, and communication, the Q2 2024 survey reveals growing concerns about pay rates and limited work opportunities.

CATEGORY SUMMARY

Here is an analysis of each of the 15 categories:

Compensation:

Employees generally feel the pay rate is good, with comments like "Good pay rate" and "The pay is good considering they add Superannuation." However, a few note the hourly rate could be higher, with \$55-60/hr plus super being standard at other companies. Overall, compensation seems competitive but there may be room for improvement.

Benefits:

The main benefit mentioned is superannuation, which employees appreciate. One states "I appreciate we get paid superannuation as a contractor." No other specific benefits are discussed.

Process:

Processes like interviewing, scheduling, and payments are described positively. Employees say the interview process is thorough and efficient, they can manage their schedules in advance, and payment is prompt and easy. The "clear and reliable electronic practitioner online system" is praised.

Leadership:

The management team, especially Lena and Stu, are described as professional, friendly, kind, approachable and easy to work with. Quotes include "Stu & Lena welcomed me into their massage family with open arms" and "They conduct themselves with the highest of virtues and integrity."

Culture:

The company culture is characterized as caring, inclusive, supportive and flexible. Employees feel welcomed and that leadership cares about them. Key quotes: "Seated massage are generally really nice and easy to deal with", "Caring attitude", "They care for their staff."

Resources, Training, Opportunity for Growth:

There is limited feedback on these topics. One employee mentions "For any help I ever need there is always someone available to help me out." Another appreciates the independence of working at Google's wellness room. No comments directly address training or growth opportunities.

Communication:

Communication gets mostly positive reviews. Job details are clear, questions get prompt answers, and staff are "always contactable and willing to help." A couple people note initial communication when applying could be better.

CATEGORY SUMMARY

Employee Feedback or Recognition:

Recognition is not directly mentioned, but employees clearly feel appreciated and valued based on comments about the caring culture and welcoming environment. Collecting this feedback is a positive sign the company values employee input.

Customer Service, Product:

No feedback specifically addresses customer interactions or the product/service itself. The focus is more on the employee experience.

Teammates:

Teammates are not discussed much, though one person notes "I don't meet too many other therapists." A few comment positively on interactions with specific staff like Chelsea.

Ethics:

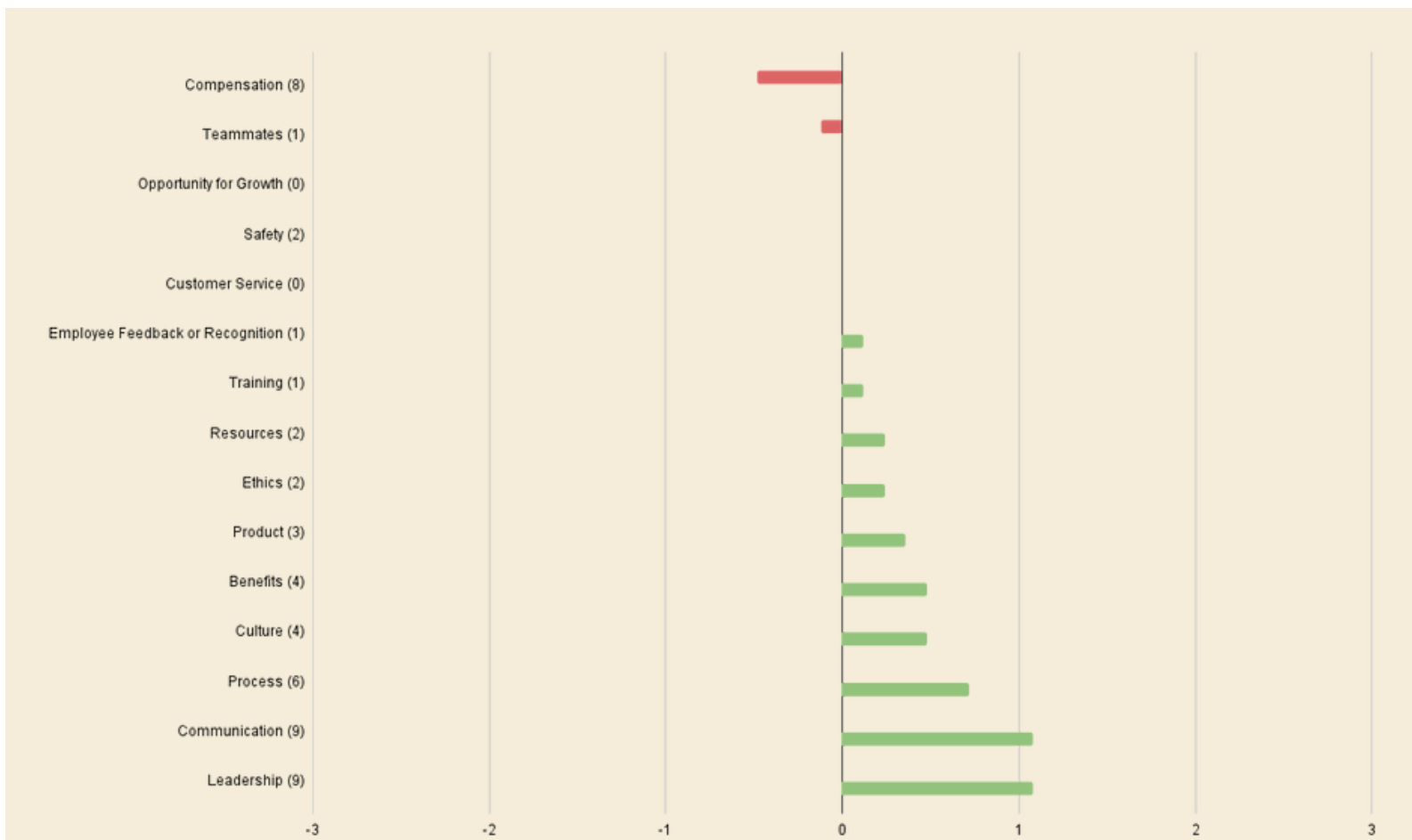
Seated Massage is seen as an ethical company, with leadership described as having "the highest of virtues and integrity." They also get credit for following environmental impact.

Safety:

Safety is not directly mentioned, though the supportive culture and ability to manage one's schedule could contribute to a sense of wellbeing. One person notes seated massage can be hard on the fingers for some therapists.

In summary, Seated Massage gets very positive reviews for its leadership, culture, processes and communication. Compensation is decent but has room for improvement compared to industry norms. More feedback on growth opportunities, training, teamwork and the customer experience would help give an even more complete picture. Overall, employees seem happy and feel valued working here.

CATEGORY SCORES



Category Scores show the quantitative view of how your employees are feeling about the workplace in their own words. We use a sophisticated categorization and sentiment analysis model to assign a quantitative score to each employee comment and then aggregate those scores to show averages across all of the measured categories. We then measure the percentage of employees who are taking about the category to find where there are concentrated areas of concern and areas of excellence. The numbers in brackets next to the category indicate how many employees mentioned the category.

Score Ranges:

- **2 - 3 - Outstanding** - Best in class and very rare
- **1 - 2 - Excellent** - Extremely good and also fairly rare
- **0 - 1 - Good** - Considered positive, but leaves room for improvement
- **0 - (1) - Fair** - Negative sentiment and should receive attention
- **(1) - (2) - Poor** - Troublesome and should garner significant management attention
- **(2) - (3) - Very Poor** - Requires immediate attention

COMMENTS TO BE REVIEWED

We have reviewed the employee feedback comments provided in the most recent survey. Based on our analysis, none of the comments appear to indicate harassment, discrimination, or any other potential legal issues. The feedback generally seems to be related to job satisfaction, company culture, processes, and work environment. All comments have been reviewed and none appear to pose a legal threat to the company.



COMPANY STRENGTHS

Here are the most prominent positive themes from the employee feedback, along with supporting quotes from the most recent survey:

1. Friendly, supportive and caring company culture

- "Because it's one of the most exquisite organisation to work for. Everybody I communicate with is super kind and all jobs are very well explained."
- "Seated masaage is a well organised company run by very friendly and understanding team. They care for their staff and the company following environmental impact."
- "Stu & Lena welcomed me into their massage family with open arms 4 years ago and I must say most sincerely that it's been an absolute pleasure working with them. They conduct themselves with the highest of virtues and integrity and are incredibly respectful, communicative, always open and compassionate."

2. Good communication and responsiveness

- "For any help I ever need there is always someone available to help me out.👍"
- "They explain everything thoroughly, they're always contactable and willing to help."
- "Communication has been good, explanations of job detailed, etc."

3. Easy to use systems and processes

- "It is reliable. I like the process of interviewing and after interviews. The manager or owner follows up and making all processes fast and also I can managed my working schedule ahead if work coming up."
- "Jobs details are easy to follow. Great communication with office if ever having any trouble."
- "They have a clear and reliable electronic practitioner online system that is wonderful."

4. Prompt payments, including superannuation

- "They explain everything thoroughly, they're always contactable and willing to help. The pay is good considering they add Superannuation."
- "I appreciate we get paid superannuation as a contractor."
- "payment prompt, super is paid."

EMPLOYEE ENPS RESULTS

On a scale of zero to ten, how likely is it you would recommend Seated Massage as a place to work?

Detractors

0-6

Employees that would not recommend working here, important to understand *why*.

Passives

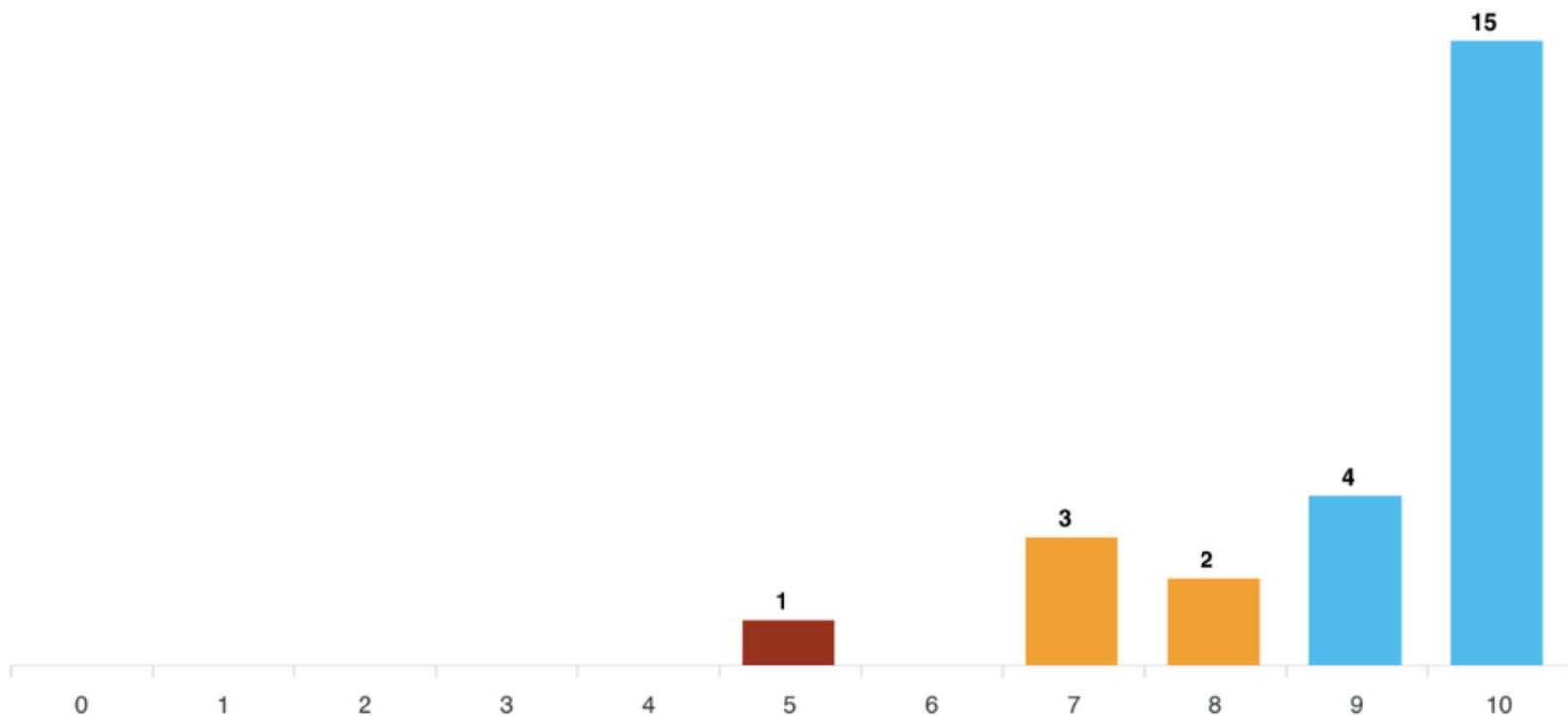
7-8

Satisfied, but indifferent. Not negative, but not entirely loyal to company.

Promoters

9-10

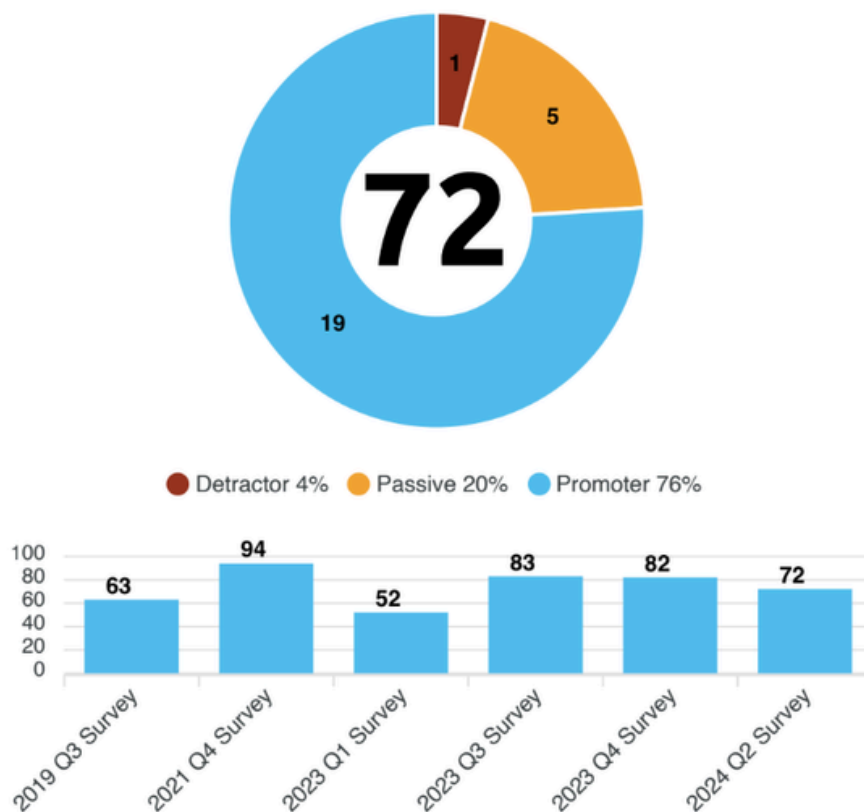
Loyal, enthusiastic ambassadors.



ENPS SCORE

eNPS is calculated by subtracting the percentage of detractors from the percentage of promoters:

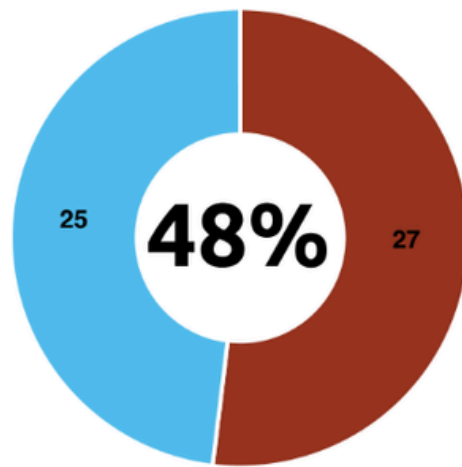
$$\text{eNPS} = \text{Promoters (76\%)} - \text{Detractors (4\%)}$$



An eNPS score below 0 is considered poor, 0 to 20 fair, 20 to 50 good, 50 to 100 excellent. However, each organization is different and should carefully monitor their own historical eNPS and how it is trending.

RESPONSE RATE

Survey response rates can be reflective of employee engagement, trust in management, and organizational culture.



● No Response 52% ● Responded 48%

