



Grokker

# The power of retention

A Fortune 50 retailer

**saved  
\$117  
million**

in employee replacement costs with Grokker

A global entertainment giant

**saved  
\$13.5  
million**

in employee replacement costs with Grokker

Both these employers are leveraging Grokker as the foundational wellbeing and mental health pillar in their culture transformation strategy. They are seeing progressive spikes in retention rates among employees who use Grokker.

# 32% TO 68%

lower likelihood of an employee terminating if they are using Grokker

## The results are consistent across employers & industries

Employees who use Grokker's wellbeing and mental health solution are 32% to 68% less likely to terminate. This data is from a survival analysis on a pool of 400,000+ employees conducted by an independent third-party\*. The study analyzes turnover in the population that used Grokker vs those who did not. The study looks at longitudinal data from 2020-2022 and provides an economic model to calculate retention savings.

## The savings are real

Try this simple calculation by adding your employees headcount and internal replacement cost estimates or use the SHRM estimates provided below.

\*Santa Barbara Actuaries

Total Employees:	20,000
Assumed Grokker Participation Rate:	20%
Difference in retention rates between Grokker members & non-Grokker members:	32%
Savings per hire (SHRM data)	\$4500 (rehire alone) \$35,000 (rehire + onboarding and training +vacancy/loss of productivity)

**4000**  
employees  
using Grokker

×

**0.32**  
difference in  
retention

×

**\$4,000 – \$35,000**  
savings per  
hire

=

**\$5.8M – \$44.8M**

**Grokker's impact on your retention & bottom line is guaranteed!**



# Grokker

## Why Grokker works

### **Deliver well-being not navigation**

Employees often get impersonal navigational aids that serve them a buffet of benefits, when what they truly need is a solution that creates the way. Grokker takes employees on hyper-personalized journeys that help them imbibe wellbeing, mental health and prevention in their day-to-day lives making it effortless and effective.

### **Engage not offer**

Our mix of expert-led content and hi-impact video is so powerful that its patented! With over 4000+ wellbeing and mental health programs, Grokker is supporting everyone from frontline workers to C-suite and corporate employees.

### **Create a built-in community of support**

We create communities around wellbeing giving employees that extra support from peers and our expert via team challenges, games, Q&A cafes, ability to bring-a-friend or family, expert moderation, and more.

### **Trusted and tested by enterprise**

With an NPS score of 74 and over 100 million wellbeing minutes logged annually, Grokker has thriving community of enterprise employees globally. 84% of our members report improvements in physical and mental health due to Grokker.

HERE'S SNAPSHOT OF JUST SOME OF THE EMPLOYERS WE SUPPORT.



**Talk to Us**

Reach out to [wellbeing@grokker.com](mailto:wellbeing@grokker.com) or visit [Grokker.com](https://Grokker.com) to learn more