



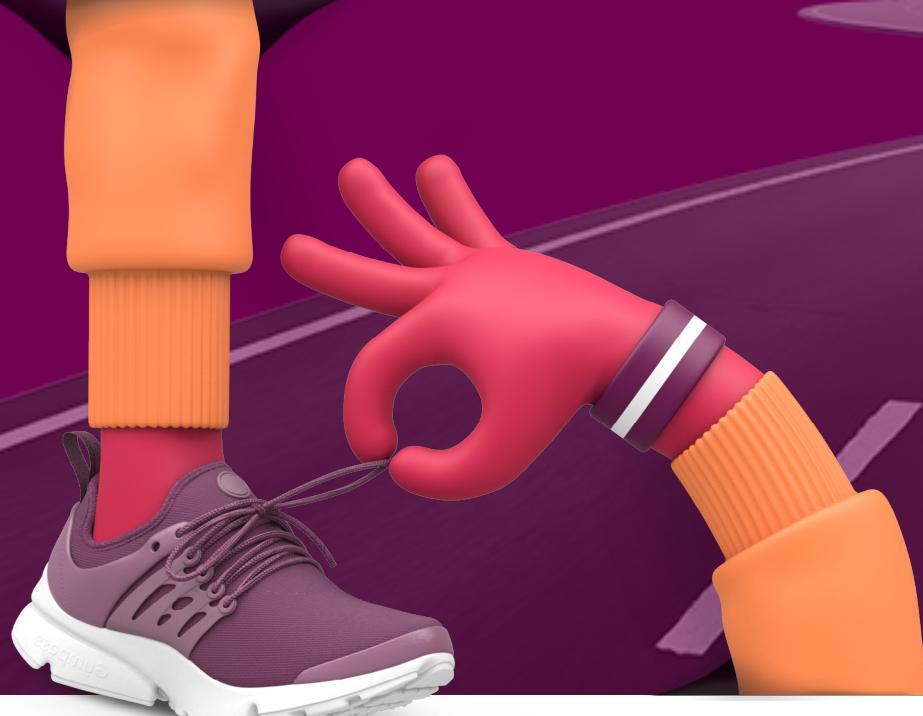
European Employers Enjoy a 52% Retention Gain for Active Gympass Users

Talent acquisition and retention are crucial for a business to thrive. After all, employees are a company's most valuable asset, which is why HR leaders are focusing on the wellness of their employees now more than ever.

[Investing in employee wellness programs](#) strongly correlates with a boost in productivity and overall job satisfaction, which can encourage people to stay longer and grow with their employer.

Of course, every company wants to enhance the wellbeing of its employees but what's the tangible effect of doing this? As a leading corporate wellbeing platform, Gympass recently conducted a study of 65 companies across two sectors in Europe with more than 5,000 employees to better understand the impact Gympass has on organisations in terms of turnover and employee retention.

After considering the costly price of employee turnover, we found that our European clients benefited from a 52% gain in employee retention for active Gympass users.



74% of employees are concerned about at least one aspect of their wellbeing as a result of the pandemic.

The Labour Markets Are Still Recovering Post-Pandemic, and Employees Remain Concerned About Their Health

Before COVID-19, the EU was experiencing steady growth in employment rates. However, as with all industries and countries in the world, the pandemic caused a significant slump to labour markets throughout Europe.

Total employment fell between Q4 2019 and Q2 2020 by [a staggering 6.2 million people](#). What's more, average life satisfaction, which Europe has led the world in consistently, [fell to the lowest level](#) in over 30 years.

Following the pandemic, people around the world were forced to reassess their own personal health. And it appears to be a shifting priority for workers too – [74% of employees](#) say they're concerned about at least one aspect of their wellbeing as a result of the pandemic.

Fortunately, the European economy is on the rebound from the pandemic, putting talent attraction and retention at the top of the priority list for employers. And this renewed focus on holistic wellbeing gives organisations an incredible opportunity to provide the workforce with something they're aware of and need now more than ever before – employee wellness benefits.

Adopting Employee Wellness to Prevent Disengagement and Turnover

Prioritizing wellness in the workplace is becoming more common throughout Europe. In fact, [65% of leaders in Europe say wellbeing is a top priority.](#)

However, while nearly half of HR professionals in Europe agree that they need to address stress within their organisation, only 26% introduced systems to understand stress in their workplace.

Stress monitoring is just one small step. The true value for employers comes from comprehensive employee wellness programs, which are supported by wellness benefits.

Employee wellness helps HR leaders improve retention, productivity, and engagement, which directly impact the health and growth projections of a business.

As we continue to endure and adapt to the challenges of recovering from a global pandemic, corporate wellbeing platforms like Gympass equip leaders with the tools they need to keep their employees happy and healthy, while improving engagement and retention.



65% of leaders in Europe say wellbeing is a top priority.

Source: [Great Place to Work](#)

Improving Retention Gains for Employers With Gympass



The Gympass team wanted to better understand how European companies were benefiting from their use of the platform that helps connect employees to thousands of wellbeing partners across the country.

The increase in retention rates for active Gympass users is astonishing.

SECTOR 1

52% average retention rate for active employees

28% for inactive

SECTOR 2

45% average retention rate for active employees

35% for inactive

Evidently, investing in the wellbeing of your employees not only pays off in the short-term but for the long-term vision of your company too.

Active employees who use Gympass are almost twice as likely to stay and grow with you, as opposed to those who are inactive. This results in a massive retention gain for employers offering a complete corporate wellness platform that encompasses thousands of virtual and in-person opportunities for fitness, nutrition, 1:1 therapy sessions, and so much more.

Not only will your operational costs lessen as employee retention increases, but the overall engagement and productivity of your employees will be amplified too.

Gympass is the most complete corporate wellbeing platform in the world, with a results-driven strategy and inclusive plans that will meet the needs of all your employees.

Learn more about how to empower your employees to fit wellness into their lifestyle using the variety, flexibility, and affordability of Gympass.

[Learn More](#)