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This data is accessed via API calls through secure endpoints over an SSL connection. We will fulfil any data and information requests presented inline with our Privacy Policy and will provide data in the same format as which it is stored in our data center. Nobody loves to be unappreciated. In fact, one of the reasons for low employee retention is a lack of appreciation. Fortunately,.... Our easy to use survey tools allow you to collect feedback from your users. Track NPS, eNPS, CES and CSAT on auto-pilot. Retention incentive per employee: \$5,000 (for 34 key employees) Total retention incentive cost: \$170,000 (for 34 employees) Turnover cost savings: \$102,000 (\$339,000 - \$237,000) Without retention payments, turnover costs \$339,000 annually. But with it, turnover costs drop to \$237,000. After paying \$170,000 in bonuses, the company saves \$102,000 in turnover costs. A retention incentive requires an upfront investment, but it's worth the long-term benefits. How to design, launch, and implement a retention bonus program You can set up a retention program to drive loyalty from employees who stick with your organization in a few easy steps. Figure out who's eligible Picking which employees are the most crucial to your organization is a tough task, so make your process as objective as possible. A few key factors to consider include: Performance metrics: Review your entire team's productivity and key performance indicators (KPIs). Who stands out? Specialized skills and expertise: Consider which employees have unique skills and experience that make them hard to replace. Influence: KPIs aren't the only thing that matters. Consider sending out monthly or quarterly surveys to ask the employees how satisfied they feel with the program. Ask for suggestions to improve your retention pay incentive and your workplace overall. The more you show your team members how much you value them, the more likely they'll be in your organization's success. Who is eligible for retention payments? Retention pay is often offered to executives and highly skilled employees who would be difficult to replace. But it can be used to retain all types of workers at any level, including: Software engineers with specialized knowledge of a company's proprietary systems Sales representatives with strong client relationships Project managers overseeing a critical, long-term initiative Retail store managers and associates with a proven track record of driving sales In other words, there's no reason this type of incentive should be reserved only for C-level execs and senior management. According to a Mercer study on M&A retention, companies are offering retention pay to 35% of workers who are not necessarily critical for integration. The bottom line? Stay bonuses are often more cost-effective than hiring, onboarding, and training new employees. Even a modest incentive can go a long way in retaining valuable employees across all levels of your organization. A small bonus might be just the morale boost needed to keep a talented retail employee or customer service representative happy. How much should a retention incentive be? A retention incentive can range from 10% to 30% of an employee's annual salary. The size depends on a number of factors, including the employee's role, the length of the retention period, and the company's budget. For example: A senior executive earning \$200,000 could be offered a bonus of \$20,000 to \$50,000. An employee earning \$50,000 annually might receive \$5,000 to \$12,500. A sales associate earning \$22 per hour (~\$46,000 annually) might get a retention incentive of around \$1,000 to stay through a frenetic holiday season. The key is to offer an amount significant enough to motivate the employee to stay without putting your HR budget at risk. Legal and tax implications of giving retention bonuses Retention incentives come with specific legal and tax considerations. The IRS views retention incentive pay as supplemental wages to an employee's base pay, just like commissions, overtime, and other types of bonuses. This means employers must withhold taxes on retention pay. Here's a quick breakdown of the rules: Flat rate withholding: If a retention sum is paid separately from regular wages or clearly identified in the same paycheck, the IRS requires a flat 22% withholding rate. This is the easiest and clearest way to withhold taxes. Aggregate method: If the bonus is combined with regular wages in a single payment and isn't separately identified, withholding is based on the employee's W-4 and the IRS tax tables. Social Security & Medicare taxes: Regardless of the payment method, bonuses are subject to Social Security tax (6.2%) and Medicare tax (1.45%). If an employee's salary exceeds the Social Security wage base, only Medicare tax applies. For more guidance, check out IRS Publication 15, Employer's Tax Guide, which lays all the rules out in detail, and seek advice from tax and legal advisors to stay compliant. FAQs Most employee retention bonuses range from 10 to 30% of an employee's salary, but the number can differ based on factors like the team member's role, the length of the stay period, and your company's budget. Retention bonuses usually come with a time-based restriction — meaning the employee must stay with the company for a specified period to receive the bonus. Some agreements may also include performance goals or clawback provisions, which can protect the company's investment if an employee leaves before the date agreed on in the contract. You can offer a retention bonus any time to make sure an employee stays in their role for a set period. Retention incentives are often offered during mergers and acquisitions, busy holiday seasons, and major project launches. If your industry's job market is super competitive, a stay bonus can also help keep key employees from jumping ship. The terms retention bonus and retention pay mean similar things, but they can be used in two slightly different ways. A retention bonus refers to a one-time, lump-sum payment an employee receives in exchange for staying with your company for a set period. Retention pay is a structured incentive that gets paid out in installments over time. Our team is happy to show you how Tremendous is both simple and powerful. Or sign up for free, and see for yourself in minutes. ©2025 Tremendous Terms Privacy A retention bonus is a financial incentive, usually paid out as a lump sum, offered by an employer to a valuable employee to encourage them to stay with the company for a specified period of time. This type of bonus is typically used when the continuity of the employee's service is considered crucial to the organization's success or stability. Retention bonuses are common during mergers, acquisitions, periods of significant change or transformation within the company, or when there is a high demand for skilled workers in the job market, making it easy for employees to find alternative employment. A retention bonus may vary from a modest sum to a significant percentage of an employee's yearly salary, often between 10% to 25% of their base pay. However, in industries that highly value specialized skills or in situations where an employee's exit would cause significant disruption, the bonus could exceed these percentages. Offering retention bonuses can be a strategic tool for companies aiming to maintain a stable and experienced workforce. Here are some of its benefits: It encourages key employees to stay: Retention bonuses provide a financial incentive for valuable employees to remain with the company for a specified period. It helps maintain organizational knowledge: Retention bonuses are crucial in incentivizing employees to remain with the company, preserving the invaluable institutional knowledge and expertise they have accumulated over time. It minimizes disruption: By encouraging key employees to stay, companies can reduce disruptions to their operations and ongoing projects. It's cost-effective compared to turnover: The cost of hiring and training new employees can be significantly higher than retaining existing ones. Retention bonuses can be a cost-effective strategy to maintain institutional knowledge and reduce the costs associated with turnover. Retention bonuses in the United States are taxable as supplemental pay under IRS rules, subject to federal income tax, Social Security, and Medicare taxes. There are two primary methods the IRS allows for withholding taxes on supplemental wages, such as retention bonuses: Percentage method: With this method, bonuses are separated from the employee's salary and taxed directly at a flat rate of 22%. However, a bonus exceeding \$1 million is subject to a higher taxation rate of 37%, corresponding to the maximum income tax rate applicable for the given year. Aggregate method: Here, the bonus is combined with the employee's usual salary into a single payment for the purpose of tax withholding. The withholding table determines the applicable tax rate, referencing the data provided on the employee's IRS W-4 Form. There are several ways retention bonuses can be issued. Below are some common types and how they might be applied: Lump sum: This is a one-time payment made to an employee at the end of a specified period or upon completion of a critical project, often used after mergers, acquisitions, or during significant organizational changes to retain key personnel until the transition is complete. Installment bonuses: Payments made to employees regularly over a specified period rather than a single lump sum. It is helpful for longer projects or transitions, encouraging employees to stay for the duration of the critical period. Tiered bonuses: The size of the bonus increases with the length of time an employee remains with the company. Deferred bonuses: A portion of the bonus is paid upfront, with the remainder paid after a certain period or upon achieving specific milestones. These bonuses are useful for retaining employees through multiple phases of a project or transition and ensuring their commitment over more extended periods. Here's what HR should typically include in a retention bonus agreement to ensure clarity, fairness, and legal compliance: Qualification requirements: Determine who is eligible for the bonus. Criteria may include job function, level of seniority, specific skills, or contribution to critical projects. The retention bonus details: Decide on the bonus amount and whether it will be a flat rate, a percentage of the employee's salary, or based on other factors such as performance metrics. Timing of payment: Common approaches include lump-sum payments after a certain service period, phased payments at key milestones, or a final payment upon project or transition period completion. Clawback provisions: Outline specific conditions under which the bonus must be repaid to the company. These conditions might include voluntary resignation or termination for cause before a specified period. Tax implications: Consult with legal and financial experts to understand the legal and tax implications of the retention bonus for both the organization and the employees. Regularly review and adjust retention bonuses to reflect current market trends and the evolving needs of your workforce. This proactive approach ensures your strategy remains competitive and relevant, effectively retaining key talent in a dynamic employment landscape. When is a retention bonus paid? A retention bonus is typically paid out at a predetermined time specified in the retention agreement, which is after the employee has fulfilled the required condition of staying with the company for a certain period. How much is a retention bonus? A retention bonus can vary widely, from a few thousand dollars to over 50% of an employee's annual salary, depending on their role, expertise, and the importance of retaining them during critical company events like mergers or major projects. The average retention bonus is 10% to 25% of the employee's base pay. What is the difference between a bonus and a retention bonus? A bonus is a financial reward given to employees for their performance or contributions to the company's success, often tied to performance metrics and paid annually. In contrast, a retention bonus is specifically designed to incentivize employees to remain with the company and is paid upon completing a specified employment term. While a regular bonus rewards past performance, a retention bonus is forward-looking, aiming to secure the employee's commitment to the company for a future period. Compensation Metrics Cheat Sheet Compensation & Benefits | Certificate Program Performance Bonus Relocation Bonus Competitive Pay The era of "Grand Resignation" is here and managers across industries are already feeling the heat. A study by Allegis Group shows that almost 83 percent of current employers find attracting and retaining talent a major challenge. The trend of quiet quitting is catching up with employees at alarming rates and is something every business owner should be wary of. They usually leave if there's a lack of career development at an organization, poor well-being, inappropriate behavior by seniors, lack of work-life balance, or unsatisfactory compensation. Subsequently, employers are falling back on employee retention strategies to keep their workforce as significant competitive advantage intact. One of the most popular retention strategies is extending retention bonuses, which we will discuss in this extensive guide. Stay with us to learn the ins and outs of retention bonuses, the benefits of awarding them to employees, and retention bonus strategies managers can use in 2024. So let's cut to the chase and get started, shall we? What is a retention bonus? It's crucial that you are well acquainted with the term "Retention Bonus." It is essentially a financial incentive, often delivered as a targeted payment or reward, with the intention of keeping an employee from leaving the company. A retention bonus or employee retention bonus (ERB) is generally offered when the company is undergoing a critical business cycle or when it is running a crucial production period. The incentive or payment helps companies retain their employees and keep them from quitting or leaving the role, more importantly during a disruptive period like a merger, restructuring, or reorganization. Did you know that almost 81 percent of the biggest organizations on the planet deploy the retention bonus tactic to keep their key employees from leaving? This one-time payment is an amount of money (a lump sum payment) that is usually 20-30 percent of the employee's base pay. Indeed, a retention bonus is a one-time payment. But, organizations have been using this tactic more recently to encourage employees to stay with the company, especially in peril. Not just that, companies offer retention bonuses to not let employees share company-specific or technically-specific information with the public. Companies will be more than willing to offer retention bonuses to their best performers as these are the employees that will help execute a successful merger or acquisition. However, retention bonuses depend on several factors that an employer has to consider. Some of the most important factors include: employee's base pay and role length of service length of the project or acquisition revenue of the project amount of time employees have to give to the project available budget company's financial stability and more... Now that we understand why companies extend retention bonuses, let's move ahead and figure out the benefits of retention bonuses for both employers and employees. 7 Retention Bonus Examples and Strategies for Managers Does the retention bonus always have to be extra cash? Well, a company wants its key workforce to stay in trying times. And extra cash will not always make a retention bonus attractive enough to accept. What should managers do to make ERBs more lucrative? Here are some of the best retention bonus examples and strategies we recommend to managers across industries. 1. Offering higher base salaries Employees tend to work hard and perform better right off the bat if the organization shows that it values them. Ask this question — "Are you offering a wage worthy of the time and sacrifice of the employees?" Poor compensation or employee's salary policies will eventually leave you with employees that will not think twice before quitting in your hard times. Managers should devise an employee retention bonus in addition to offering higher base salaries and hourly wages. The employees should be additionally compensated with respect to their experience levels and growing cost of living. 2. Letting employees work from home Why not? Most employees are already considering quitting their jobs to find a "work-from-home" alternative. It's high time managers include WFH in their employee retention bonus strategies. The pandemic has made employees think about their work-life balance and how it impacts their overall well-being. Remote work is an excellent retention bonus example we recommend managers offer the key employee during an upheaval. This will also lead to a significant reduction in nonessential meetings while providing employees greater control over their lives. 3. Allowing flexible work schedules Companies that give employees more control over their work have better worker retention. Another employee retention bonus example we would like to share is flexible work schedules. Indeed, the circumstance that will require you to execute an employee retention bonus strategy will be quite demanding. You'd want employees to put the pedal to the metal and work to the best of their abilities. The traditional office environment isn't working for modern-day employees that want to establish a work-life balance. Would this impact employee productivity? Well, a 2019 study shows that two-thirds of the workers surveyed claim to be more productive outside of a traditional work environment. 4. Offering reduced workdays All managers know that employees are more productive on certain days of the week. In other words, offering employee retention bonuses doesn't necessarily guarantee an increase in productivity. Managers should consider complementing the employee retention bonus agreement with reduced working hours or workdays. Remember, productivity decreases when workers exceed the 50 hours/week rate. So giving your key employees the much-needed rest will help boost productivity. We suggest you find the most productive work patterns at your organization and prepare ERBs that also help boost productivity without increasing workload. 5. Creating a better work culture Does extra cash overcome a bad work culture? Key well-compensated employees will look for opportunities to leave an organization with a toxic work culture. Company culture matters to employees that want to stay with a company for a long time. Are you a manager looking for employees that can provide long-term commitment? You will have to complement your retention bonuses with a work culture that employees just won't want to leave. When managers achieve an excellent work culture, retention strategies tend to work more effectively than ever. 6. Providing wellness perks How can managers ensure a healthy workforce and how can it be a part of their employee retention strategies? The recent pandemic showed how important it is to maintain both mental and physical health to live a better life and function properly. We suggest managers provide their key employees with quality health insurance with excellent coverage across tiers. This will show the employees that you care about their health. Perfect insurance coverage as an employee retention bonus? Employees are going to love you for that! 7. Other perks and discounts As a manager, you should come up with perks that help employees meet their expenses. You can provide them with good healthcare and discounts on expenses like cell phone services, commute and travel costs, car rentals, accommodation costs, food, and more. In other words, employee retention bonuses don't always have to be extra cash. Managers can get creative and attract key employees with the retention bonus examples mentioned above. What are the benefits of employee retention bonuses? So, companies are going to pay employees more than what they already agreed to pay? While employees would love to grab some extra cash, why would a company even ever agree to that? Well, there are certain benefits of offering a retention bonus. Competitors are always poaching for the best talent and skill in the market. And paying your best employees a retention pay can help you keep your competitive edge intact, especially when your company is undergoing massive upheavals! But, that's not it. Extending retention bonuses come with a number of benefits for employers. Let's discuss them briefly. 1. Boost productivity Companies undergoing major disruption want their workforce to fire on all cylinders. Productivity is a huge benefit of offering retention bonuses. Indeed, paying a retention bonus has nothing to do with job performance. But, offering such lucrative financial incentives will help motivate employees to perform better and commit to the goals and objectives that matter most. Retention bonuses will help boost employee engagement, which can lead to an increase in productivity by 18 percent. 2. Foster key employees' loyalty A company becomes a formidable force when it has a loyal workforce. Such employees will never leave the company when it needs them the most. Of course, you are trying to make employees stay at your company using a retention agreement. But when other employees see team members staying at the organization despite the massive upheaval the company is undergoing, it fills them with confidence and pushes them to stay loyal to the company. It is one of the most effective ways to inspire organization-wide loyalty. 3. Retain the best talent and knowledge Companies do everything possible to gain an edge. The market is so competitive, organizations tend to treat information as an asset. After all, information in this day and age is power. When employees leave, they leave with crucial information about the company that can be beneficial to the competitor. Offering retention bonuses during tough times will help keep the knowledge and experience inside the company. 4. Boost employee morale A company that's already going through disruption will fail to function if it has an unmotivated workforce. A retention bonus will help boost employee morale and bring up spirits. Offering extra cash will make sure the key employees are made feel more valued, which will eventually make them not leave the organization. This is an excellent example of putting your money where your mouth is. The extra cash or retention bonus will show that you value your employees and their hard work, especially in such trying times. What to include in retention bonus agreements? Retention bonus agreements need to be clear in terms of communication. The key employee should know what is being offered. What should companies include in a retention agreement? Use this list to write a complete and well-rounded employee retention bonus agreement. Mention the retention period for the employee. This is the period the employee will stay with the company. The total value of the retention bonus and its break up. More importantly, make the employee aware of the calculation method used to come up with the retention bonus value. Mention the relevant tax method. This will help the employee to meet their tax obligations. Mention how and when the employee will receive the retention bonus. Clearly mention if they will receive a lump sum payment or in parts. List the stipulations that the employee retention bonus might depend on. This can be productivity goals, project completion goals, or deadlines. Mention the new responsibilities and roles if any for the employee. The idea is to let the employee know what the company expects of them during the disruption. Does accepting the retention bonus have a knock-on effect on other benefits the employee enjoys? Make this very clear to prevent misunderstanding along the way. Final thoughts! Employee retention can become significantly overwhelming for managers and HR departments, especially if they don't have the right tools and solutions. A retention bonus is one such solution that just works when deployed strategically. Indeed, it's a business tactic to keep the workforce from leaving. But, retention bonuses can go a long way in developing and promoting a healthy working environment and boosting overall employee productivity. We believe businesses should not extend retention bonuses as a form of financial incentive. Instead, managers should use retention bonuses as a means to encourage and award excellent performance. There you have it. We shared everything you need to know about retention bonuses. Did you find this guide helpful? Get in touch, we'd love to hear from you! Also, don't forget to check out other informative posts on the blog! To be a successful business in 2024, employers need to shift focus back on their employees and prioritize on reducing turnover, improving employee engagement and experience, and ultimately better employee retention. Employee Retention Bonuses & Other Retention Methods From the "Great Resignation" to "Quiet Quitting" and the "Great Layoffs", the job market has not been the greatest. In today's economy, it is important for companies to focus on retaining their top talent and continue to enhance employee productivity and morale. Why can't employers retain their employees? In a world altered by the COVID-19 pandemic, providing a good employee experience is all the more difficult. There are things that many workers look for in jobs that used to never matter, such as remote or hybrid work, something that certain employers can't even offer. Fostering a great employee experience is the primary factor in retaining top talent for a business. That begins with creating value for the idea of staying put for employees and potential new hires. What Is a Retention Bonus? A retention bonus is a monetary reward that an employee earns by working for a company for a certain agreed-upon amount of time. Businesses commonly use them during mergers, acquisitions, crucial production periods, or sometimes as an incentive to hire and retain new employees. An employee retention bonus is one of several innovative employee benefits that employers can offer to employees. Why Do Companies Give a Retention Bonus? When an employer decides to implement a retention bonus, an employee agrees with the employer to stay with the company for a specified period of time in exchange for a monetary bonus. Employers should ask the employee to sign a contract to agree to terms. The U.S. Securities and Exchange Commission has an example of a "stay bonus" contract (employee retention bonus contract) on their site. Employee Retention Bonus Examples Bonuses are typically paid in either one large lump sum, or occasionally employers will pay in regular installments. The bonus is typically offered as a percentage. For example, a 10% retention bonus for an employee who makes \$124,000 a year would be \$12,400. Employee Retention Bonus Structure Taxes are applied to retention bonuses through either the percentage method or the aggregate method. Percentage Method Using the percentage method, bonuses are taxed at a flat rate of 22%. Bonuses of over \$1 million are taxed at 37%. These are the standard supplemental wage tax rates for 2024 under the IRS. Aggregate Method Alternatively using the aggregate method, employers must add the bonuses to concurrently paid wages and withhold federal income tax as if the total compensation (wages + bonus) were a single payment for a regular payroll period. If there are no concurrently paid wages, add the bonuses to either the regular wages paid or to be paid for the current payroll period or the regular wages paid for the preceding payroll period. Other Methods of Employee Retention While retention bonuses are a great way to keep top-performing employees, employers can't always afford to offer them to everyone. So it is important to improve the employee experience in as many ways as possible. Mentorship Programs Implementing mentorship programs and peer-matching programs are a great way to begin fostering the employee experience right from the beginning. Not only will employers cut down the time it takes to turn a new hire into a productive employee, but they'll help these employees build relationships with their coworkers, netting extra team chemistry. Focus on Company Culture and Leadership Creating a positive and inclusive workplace culture and having inspiring leaders can maximize employee engagement and is a critical key to retaining your top talent. Having an engaged workforce can provide companies with a competitive advantage over other employers, as well as gives employees a reason to not only stay but come to work as well. Employers should review their mission, vision, and values and incorporate them throughout their organizational practices in order to create a company culture that maximizes employee retention and talent attraction. Statistics prove that investing in your management team, leadership, and company culture is essential to retaining employees. Nurture Employee Wellness Now more than ever, employees look for an employer that cares about their wellness, and general well-being. While this used to refer more to physical wellness, mental health is now of even more importance. Offering mental health services, gym memberships, and other similar benefits is a great way to nurture employee wellness. Reward Effort Not Just Results Employers need to make sure that their employees feel appreciated and valued. A good way to show appreciation is to reward employees for effort, in addition to results. Sometimes an employee can give 110%, but their results don't yield correlated success. Show these employees that they are appreciated for their effort all the same, or they will begin to give less effort as time goes on, and eventually leave for a new job. Have Fun Employees should make their business a fun place to work. Having a simple pizza party for lunch one day can do wonders to boost morale. Even better, a team outing to perhaps an arcade or go-kart track can do wonders for team building. A happy employee is the best kind of employee. A happy employee also sees no reason to leave. Find Out Why People Leave When They Do Even if an employer offers great retention bonuses, and puts time into all of the above methods of retention, there are always going to be employees who decide to leave. It is important to conduct exit interviews and find out what troubled the employee to the point of departure. The only true fool-proof method of improving employee retention is to find out exactly what is causing employees to leave, and address it. Final Thoughts on Employee Retention Employee retention can be a difficult thing to master on your own. If you are a Connecticut employer, or any employer looking for help with employee retention and giving your workers a great employee experience then perhaps an HR consulting service provider can be of help. Contact us today and find out how we are already helping countless businesses retain their top performers for their company. Get full access to all features with a free 7 day trial Pick a plan and get started in seconds Get full access to all features with a free 7 day trial Every plan comes with everything you need to get your feedback journey started. All plans have a cap on the maximum number of responses that can be collected in a single monthly billing cycle. Once the limit is reached surveys will no longer show, and no more responses will be captured. If you have a shareable survey a message will be displayed informing the visitor that the survey is not available. Once you reach 75% of your monthly response allocation we'll notify you that your limit is nearing. You can of course choose to upgrade your plan if you think the limit will be reached to continue collecting responses. Absolutely, you have complete control over your plan and can upgrade / downgrade at any time from your billing section of your account. If you choose to upgrade your plan you'll be charged a pro-rata rate for the remainder of the month. If you choose to downgrade, the new cost and allocation will be in effect at your next renewal date. Plans can be cancelled at any time and cancellations take effect at your next billing date. No charge will be taken at that point and your plan will be terminated. All data will be permanently deleted and cannot be recovered. Free trials are available for 7 days. As you near the end of your trial period we'll send you a reminder email. If you choose to add billing information to your account, we will automatically charge your account for the plan you're using and from that point on charge monthly, until your plan is cancelled. This will ensure no loss of service once your trial comes to an end. If you choose not to add billing information during your trial period, then any active surveys you have will stop working once your trial ends. No further data will be collected and you'll need to select a paid plan and add billing details to reactivate the service. Yes, the free plan is highly limited and suitable only for very small usage requirements. The free plan contains the same benefits as our essential plan, however there is a limit of 10 responses / month. Consulting is available for data analysis engagements and custom builds depending on client requirements. Custom solutions can be developed for hosting on either our cloud servers or yours. For a quote please reach out at here. User experience (UX) is essentially how a users feels when they engage with your business. For digital businesses, user experience focuses heavily around your website and app. This includes this like your design, checkout flow and customer service. Good UX design enhances the usability of a product and makes it easy for users to achieve their goals. It also increases user satisfaction, loyalty, and conversion rates. In short, UX design is all about creating products that give people a great experience. User experience is important because it determines how likely users are to keep using a product or service. If they have a positive experience, they're more likely to come back. If they have a negative experience, they're less likely to continue using the product or service. Good user experience takes into account all aspects of how users interact with a product or service, from the initial purchase to continued use. This includes everything from the design of the user interface to customer support. By making sure that all aspects of the user experience are positive, you can encourage customers to keep coming back. We offer a range of micro surveys designed specifically to get feedback from your users at different touchpoints. Whether you want to know if your users would recommend you to others, or how they're experience was when dealing with you, our surveys can help. Data retention comes as standard in all our plans, so you can easily monitor your feedback performance over time to see exactly how you're performing in different key areas. Micro surveys focus on getting results... fast! Your users are busy, and do they really have the time to spend 10 minutes answering a survey among everything else they're doing. Probably not. That's why micro surveys are so useful. We focus on asking 1 question and immediately collect the result. Our analysis then focuses on the result of the rating the user provided, instead of spending time trawling through text that may not add any additional insight. Because of how quick they are to setup, answer plus the insight provided, micro surveys are great for getting feedback.