

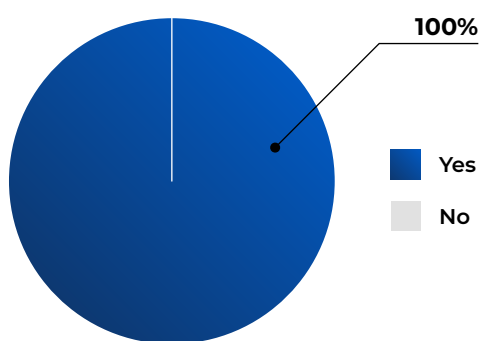
In the first of its kind, 2021 Corporate Alumni Research: Employee Exit Survey, alumniEX sought to understand if how an employer treats you as you leave the organization impacts your overall feelings and perception of the organization. The survey goes on to explicitly ask whether how you left the organization had an impact on your willingness to refer colleagues, be a customer, and in general be an advocate for the organization.

In assembling this report, alumniEX felt that if individuals needed a research report to correlate how an employee leaves to how it might impact their feelings about the organization, then you might be thinking about the Employee Experience wrong.

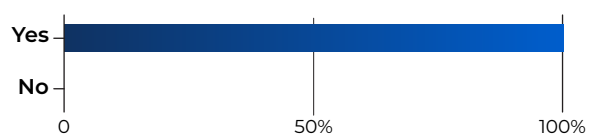
As such alumniEX interviewed and surveyed no people to deliver the following insights and data points.

## Survey Results

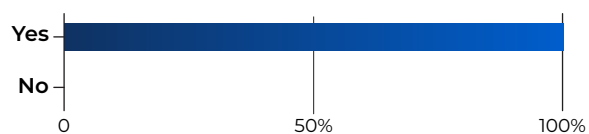
**Q:** Does how you transition out of a company impact your overall feelings and perception of the company?



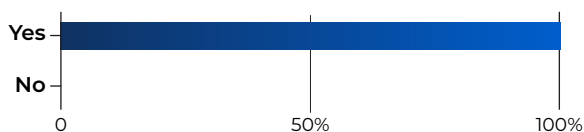
**Q:** Does how an employee leave impact whether they leave a **positive Glassdoor review**?



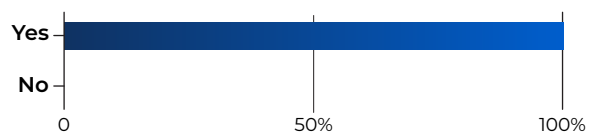
**Q:** Does how an employee leave impact their willingness **to be a customer / refer** a customer?



**Q:** Does how an employee leave impact their willingness to **return or refer** a candidate?



**Q:** Does how an employee leave impact whether they are a **brand advocate** for your organization?



## Did You Know?

- ◆ Alumni campaigns can drive a **4.5% increase** in Glassdoor approval ratings.
- ◆ Former employees and referrals are the **#1 & #3** quality sources of hire.
- ◆ Boomerang hires have a **44% higher** retention rate over three years.
- ◆ Brand advocates are worth **5x more** than the average customer.
- ◆ Businesses that actively engage their alumni increase net new business by **up to 44%**.



## About alumniEX

The future of Alumni Engagement is about creating value, opportunity & belonging. A sense of community.

alumniEX is the worlds first AI driven corporate alumni platform built to drive user engagement by delivering access to content, experiences, learning and people while accelerating recruiting, business development & brand advocates for the business.