These six steps can help you measure the success of the program.

**Step 1** Decide on your goals ahead of time

Program KPIs should be established well before program launch. Most employers who offer on-demand pay want to see a boost in employee recruiting, retention and employee financial well-being that leads to increases in productivity and engagement.

**Action item:** What was your motivation? Set a goal and write it down. Action item: Has your on-demand pay benefit reduced stress or improved your financial well-being that leads to increases in productivity and engagement?

**Step 2** Measure your adoption and enrollment rate

Success is born from high adoption rates. Many organizations improve adoption rates by sending frequent reminders, training new hire sessions and tracking individuals who have been resistant to on-board.

**Action item:** Do you have an on-demand pay provider who has been reluctant to hop on board? Improve your employee experience.

**Step 3** Compare benefit data with other internal metrics

Measuring how often employees access the benefit is equally important as adoption rates. Determine how frequently employees log in to their on-demand pay account or withdraw funds. Does the frequency compare to other voluntary, company-sponsored benefits? Which are used most often?

**Action item:** Send your employees an eNPS or Pulse survey to see what they think about the on-demand pay benefit.

**Step 4** Determine if the benefit had a noticeable return

Once the program is launched, revisit performance 1-3-6-12 months to see if your on-demand pay benefit is helping to achieve your goals. Is this the time to observe ancillary changes. Has the recruiting process become smoother? Is the workforce more engaged?

**Action item:** Find a provider that makes it easy to track usage trend reports.

**Step 5** Learn from your findings

The data you gather in the previous steps can help you understand how well your employees have received the on-demand pay benefit. As your business changes and grows, it’s important to continue to review benefits and suppliers. What works today may need adjustments in the future.

**Action item:** Conduct at least one review to see what your employees think about your on-demand pay benefit.

**Step 6** Get first-hand feedback

Measure employee experience to help you understand if and how the benefit is helping your workers. Does the on-demand pay provider you’re considering measure employee satisfaction? You can also conduct your own internal eNPS and Pulse surveys to gather anonymous feedback and/or qualitative.

**Action item:** Send your employees an eNPS or Pulse survey to see what they think about the on-demand pay benefit.

Bottom Line

On-demand pay isn’t a “set it and forget it” benefit. In order for it to truly make a difference in terms of employee financial well-being and your bottom line, it needs to be continually nurtured among employees and evaluated in terms of the tangible ROI benefit it is providing.