

# A Fresh Perspective: The Nine-Day Working Fortnight

Between July and September 2022, Cloud9 Insight trialed an innovative alternative to the much-discussed four-day working week. For just an extra half hour worked every Monday to Thursday, employees are rewarded with every other Friday off work and the alternate Friday to focus on strategy, innovation, learning, charity and their community.

Picture, as a business owner, that you could maintain or even improve profitability and revenue by keeping an engaged, motivated and productive workforce.

If you could provide your employees with extra time to create valuable memories with family and friends, pursue their purpose *and* still arrive highly motivated and revitalised on Mondays, ready to deliver exceptional customer experiences... wouldn't you do it too? You'd be mad not to.

In July, we trialed an innovative alternative to the four-day working week: the nine-day working fortnight. *All* of our evidence confirms that, even in a professional services environment such as Cloud9's, focus, innovation, productivity and, yes, even profits and revenue have improved since transitioning to this new way of working.



**Carlene Jackson**  
CEO,  
Cloud9 Insight

**By disrupting the structure of the typical working week, we've identified an alternative that empowers our employees and benefits business across the board; it's win/win.**

**Employees are gifted an extra four hours per fortnight. Given the inevitable time lost to presenteeism\*, we found that it's a small price to pay.**

\*A 2015 Research Gate paper from Marvin Reuter found that the UK came third in presenteeism propensity, at 53% of each hour, behind France and Spain.

So far, other organisations' research has been prospective and theoretical; Cloud9 Insight's, however, has already been implemented, and the evidence is irrefutable. Our plans are shaped by substantive data from employee surveys and statistics from across the business.

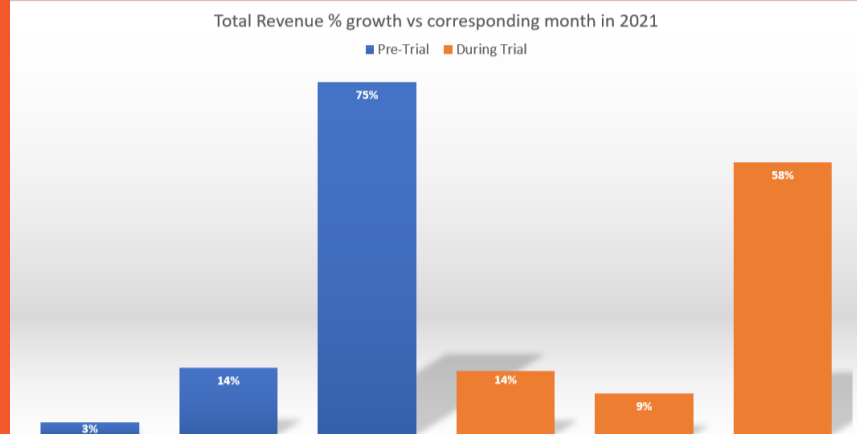
**"69 days off a year may sound like fiction, but at Cloud9 Insight, we proudly listen to employees and challenge ourselves to be better employers and innovate accordingly." – Carlene Jackson**

With this dramatic shift, Cloud9's annual leave quota is now equivalent to an unprecedented 69 days off annually. This figure includes Enrichment Days, a further four bookable days that can be used to keep skills up to date, attend a child's sports day or even celebrate a birthday.

**What's not to love?**

## THE STATS BACK IT UP

The pattern of month-on-month growth held firm throughout the trial.



Cloud9's upward trend in recurring revenue also continued during the trial.

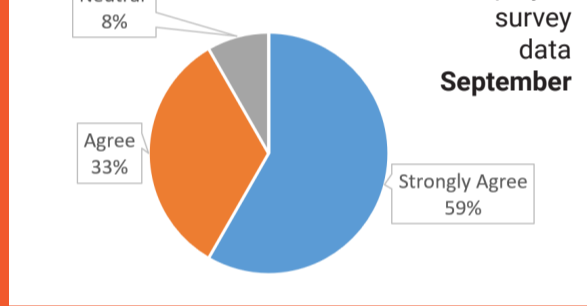
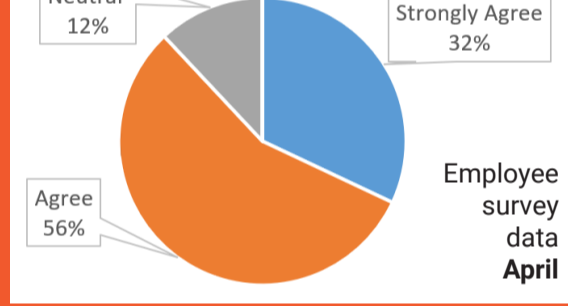


Average satisfaction score (0-5) in 2022. Clients were asked to rank Cloud9's Customer Service Team out of 5, with 5 as the best.



When asked if employees agreed that they have a good work/life balance, 88% strongly agreed or agreed before the trial. By its end, the figure was 92%. 0% disagreed!

Employees were asked to answer: "I believe I have a good work/life balance."



Even in client-facing positions, our innovative SILCC days guarantee that at least 11.1% of an employee's work time is spent focussing on a range of projects that not only directly affect the business, but the world around us.

## Improving Every Element

It's not just about 69 days off!

We've gone that one step further at Cloud9. Yes, our innovative stance provides additional time off, but it also puts a proactive focus on improving every element of the business, as well as employees' career, earning potential and future prospects.



**Curt Bean**  
Sales Director,  
Cloud9 Insight

**Every other Friday is a 'SILCC day', dedicated to Strategy, Innovation, Learning, Charity and the Community.**

Thanks to SILCC days, extra Research & Development time has been logged since trials began; a proportion of which can be reclaimed from HMRC. It's yet another financial benefit to the nine-day working fortnight. What's more, this creative approach ensures our Customer Support Team is always on hand, and company leadership receives ample resources to invest in strategic initiatives that drive both strategic and personal growth within the business.

From developing unique intellectual property and updating working methods, to refining industry playbooks and upskilling in soft skills, Cloud9 provides time for employees to truly invest in themselves. Therefore, we can provide clients with the very best quality service.

### Client feedback during the nine-day fortnight transition

"Service was excellent. Staff were patient about a problem that required a bit of digging into."

"All good – service is great – super helpful and always works to resolve as quickly as possible."

"The team fixing the issues from start to finish in five minutes – very impressed."

"All good. Prompt response to a query and resolved straight away."

"Nothing to improve. The service was amazing."

"Excellent as always; very quick and helpful."

"Fast and prompt as usual :)"

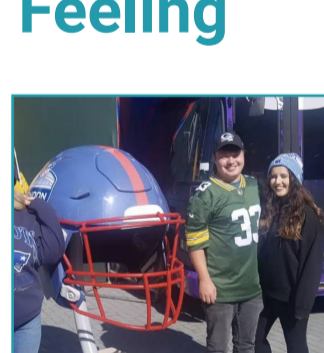
"The service was excellent and professional, as always."

"The service was great! Fast, accurate, and solved the problem."

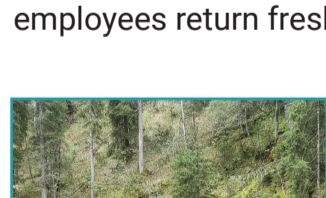
## Giving Employees That 'Fab Friday' Feeling

Welcome to 'Fab Fridays', Cloud9 Style.

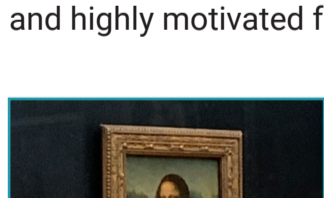
From kick-starting mini breaks in Paris to more quality father/son time, our employees are free to enjoy their extra time off however they would like... and they love to share the results! It's not just about fun. With an extra day to get 'life admin' out of the way, our employees return fresh and highly motivated for the week ahead!



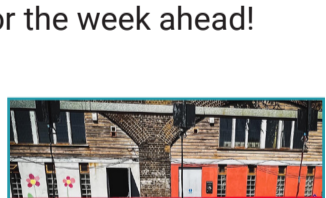
Samuel touched down at an NFL game



Jim got to explore Villars-sur-Ollon



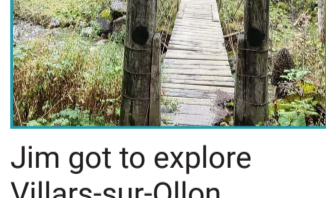
Jordan made a date with the Mona Lisa



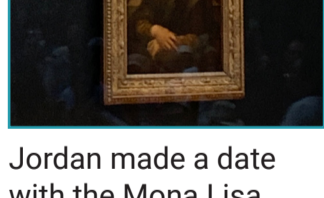
Adnan found himself in pole position!



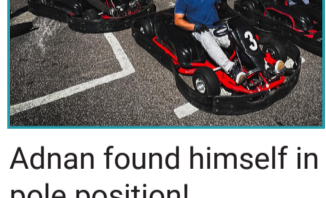
Mark got pedalling on a 'bike-packing' trip



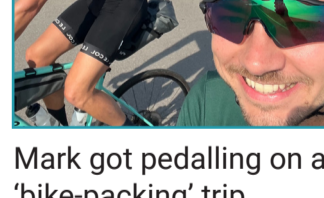
Adnan really got to really explore London



Michael enjoyed some real fine dining



Danielle got to enjoy a pre-flight cocktail



Andrew finished work on his patio... beautiful!



Jim had boat-loads of fun on his holiday!



Carlene enjoyed an ice cream with her aunty



Peter built a pond for his carp. Looking good!



...and Dolly got more walks than ever before!

Want more information? Reach out to Cloud9 Insight today to find out how to implement your own nine-day working fortnight at [hello@cloud9insight.com](mailto:hello@cloud9insight.com). We're creating additional assets detailing our dedicated approach to company culture; for now, here's a list of our benefits:

**Our Company Culture & Values: Growth Mindset | Positivity | Collaboration | Fun**

Head to [cloud9insight.com/culture](https://cloud9insight.com/culture) for more on our industry-leading benefits.