

Your employee engagement & retention cheat sheet



Improve culture



Engage in offices



Retain frontlines



Employee engagement doesn't have to be complicated.

Engagement is a high-stakes game that often seems more complicated than it is. With retention, productivity, and brand reputation on the line, it's easy to overthink the matter, which is why we thought it was time for clarity.

Igloo has worked with hundreds of organizations across dozens of industries since 2008, giving us a unique depth of experience helping our customers overcome engagement challenges—especially on the frontlines. This guide isn't meant to be a replacement for a carefully planned, multipronged engagement strategy, but it's a helpful tool that will ground your approach and give you a tested foundation for your efforts.

Here are the three main challenges we'll address in this guide:



1

Corporate culture

2

Individual value

3

Digital friction



CHALLENGE #1

Creating a thriving corporate culture

This is the first category we think of when considering employee turnover and job satisfaction, and for good reason. Corporate culture isn't just occasional retreats or well-stocked break rooms; it's the day-to-day relationship between workers, each other, and the organization.

To re-engage your employees with the corporate culture, you need to start with an intranet platform that gives mobile and desktop users alike their own tailored ways to access a shared platform. Then, with everyone connected digitally, it's time to address the three following pain points.



Companies with highly aligned culture and innovation strategies have 30% higher enterprise value growth and **17% higher profit growth.**¹

Creating a thriving corporate culture



Companies that regularly seek employee feedback have **14.9% lower turnover rates** than those that don't.⁷

Peer to peer engagement

A company is just a group of people working towards the same goal, so a strong company culture naturally begins with those people. Build out your intranet with different user types in mind, giving them ways to connect and share with one another from their phones or laptops.

By encouraging users to interact through team rooms, social feeds, and more, you can create an environment where users feel seen and valued by each other as they share stories, help with troubleshooting, offer expertise, and generally support each other, even across teams and locations.

Employee to organization engagement

Once engagement gets started between colleagues, it's important to put a human face on the organization and jump into the conversation. This requires a tailored communications approach, which can be supported by the right intranet platform.

Blanket updates leave employees frustrated with the task of figuring out what's actually relevant, but that fatigue can be replaced by positive anticipation when you use targeted communications features to deliver only relevant, helpful updates to your users.

Celebrating success

All people tend to mark the passage of time with celebrations—birthdays, holidays, special occasions—all of which give us something to look forward to, and something to bring us together. The same is true in the workplace, where burnout and turnover is all too common when the routine feels unending.

To reduce burnout, organizations should celebrate successes and milestones as a group. A dedicated social feed in your intranet can give your employees and leaders a way to share accomplishments with the whole organization, allowing them to recognize individual contributions, or collective victories of specific teams. This visibility reminds people what they're working towards, and shows that their contributions are valued.

CHALLENGE #2

Making the individual feel valued

Once the foundation is laid for your corporate culture, it's time to focus on the ways the organization supports each individual. Office workers—especially those in remote environments—can begin to feel like cogs in a machine without some form of validation. This goes doubly for the frontlines, where workers often feel disposable and unseen.

Individual value needs constant recognition to have an impact on retention and engagement. This is where your employees' sense of purpose will stem from, so it's not a step to be taken lightly. We understand that it's unrealistic to give every employee personal attention that consistently, but fortunately, an intranet can shoulder that burden on your behalf.

Culturally engaged employees have **70% fewer accidents, 56% fewer sick days, and 25% less absenteeism** than their disengaged counterparts.^{2,3,4}



Making the individual feel valued

Sense of purpose

Any job, no matter how important, can begin to feel like an endless series of chores if it becomes untethered from the corporate vision. Communications strategies need to be targeted in order to improve your employees' perceptions of their work and its link to the mission.

Rather than blanket updates, leverage communications tools in your intranet to send personalized updates. When the individual worker can see their accomplishments reflected in project milestones up to quarterly company results, it's easier to connect the daily contributions in offices and the frontlines to the broader success of the organization.



It costs **~1.5x an employee's annual salary** to back-fill their position.⁶

Perks, benefits, and reasons to stay

What good are all the cool benefits you offer if your workers aren't aware of them? This is one of the ways an intranet can use a strong knowledge management infrastructure to improve culture, in addition to its ability to improve productivity.

Regular updates and communications about employee benefits, events, and perks, can help remind employees of the things that make your organization a great place to work; an intranet with a powerful search function and good knowledge management features can allow your HR department to create FAQs or wikis that allow employees to explore their options on their own time, on mobile or desktop.

Support resources

Sometimes, the best thing you can give a dissatisfied employee is the benefit of a sympathetic ear. The challenge here is ensuring your workers know that they have support, and where it can be found.

A searchable employee directory that's equally accessible on the mobile and desktop intranet ensures that office and frontline workers all have a quick way to connect with HR, union representatives, or other relevant resources. This can be further enhanced by giving HR and others the power to deliver communications throughout the company, ensuring they maintain visible to anyone in need.



CHALLENGE #3

Eliminating digital friction

43% of people report spending too much time switching between different online tools and applications.⁵

Digital friction is the silent killer of productivity, engagement, enthusiasm, and retention. As the workday becomes saturated with digital tools, managing these resources can become a job in and of itself. This issue has gained a degree of awareness among office workers, where the proliferation of business apps now contributes to burnout and turnover.

On the frontlines, however, the impact of digital friction often goes unnoticed despite the increasing challenges of balancing the adoption and use of digital technology with the fast-paced reality of work on your feet. Fortunately, digital friction can be addressed in offices and on the frontline with the same general techniques.

Eliminating digital friction

Intuitive integrations

Reducing burnout from digital friction is a goal that dovetails with increasing adoption and getting value from your tech stack: both require an intuitive, accessible way to find and use the apps on a daily basis.

An intranet with a focus on personalization is an easy solution here. By integrating with your various business apps, it centralizes all your resources in a single, easy-to-use platform that can be configured to surface the appropriate tools for each employee, whether they work in an office or a factory.

Training & adoption

Once your technology is integrated and organized in a user-focused intranet, your next step is to build training and support into that same experience.

Make FAQs, training resources, policies, procedures, and any other relevant expertise available in your intranet in the form of timely and targeted communications, wiki articles, and searchable resources that can be accessed easily by desked or mobile users.

Analytics & feedback

The final step in combating digital friction is that there is no final step: leverage the analytics built into your intranet platform, along with feedback solicited from users, to understand how they're engaging with your tech stack.

By maintaining a high level of visibility into the inner workings of your intranet, you can continue iterating and evolving this single source of truth to stay on top of digital friction and any other challenges that might arise.

Turnover costs can be averted or delayed by ensuring workers have upskilling opportunities.⁸



This guide was developed with the expertise gained from extensive experience building engagement for our intranet customers; we hope this helps you approach your own engagement strategies with confidence.

If you're interested in seeing how a digital transformation journey could increase engagement and retention at your organization, get in touch with an Igloo intranet expert today for a free consultation.

Sources

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At Igloo, we are always innovating, and keeping up with the way the world works today. We help companies move beyond traditional intranets to unifying digital employee experiences that improve communication, knowledge sharing, collaboration, and culture.

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