

Assignment title- Employee Engagement

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INTRODUCTION TO EMPLOYEE ENGAGEMENT

Employee engagement is a notion that has become very popular in modern day business models. It is not just a fancy buzz word but it carries importance on how certain organisations apply themselves when dealing with customers and clients.

There is no collective understanding of what employee engagement is but the best way to explain it will be how employees engage with customers to provide high quality service which reflects well on their business and maintains a professional standpoint. This can result in customer loyalty.

Importance of employee engagement

There are numerous plus points when it comes to employee engagement.

[Employee engagement](#) is essential for the advancement of modern day businesses. Every year, companies lose **\$450-500 billion** due to disgruntled workers and overall [low employee engagement](#).

Studies **suggest that highly engaged employees result in an increase in profitability of 21%, lower turnover rates of 31%, and an 80% customer retention rate. 58% of employees hope that their employer could start employee engagement surveys.**

- **Increased productivity**
- Employees who are in tune with their jobs are more likely of being content with their work which results in **17% increased performance**. This leads to providing a better service and setting yourself aside from other businesses.
- **Increased Sales**
- Businesses that are sensitive to the needs of the client/customer experience an average [20% increase in sales](#).
- **Increased profitability**
- Based on a [2016 analysis by Gallup](#), engaged teams have **21% greater profitability**. This means higher company development and triumphs.
- It builds trust and relationships
- Open communication, honesty and comradery from management builds trust among employees. Staff members do not want to feel like another 'number' in the organisation, nor do they want to feel like they work in a factory.

Importance of employee engagement

Studies and examples

Microsoft Corp.

- When it comes to companies who emphasise on having good employee engagement, it is impossible to give any examples without including this heavyweight corporation.
- Through the years, Microsoft has initiated employee engagement via various avenues. So how do they do it exactly?
- There is a direct correlation between staff and management through portals such as surveys and forums, this allows employees to be more transparent with how they feel in their jobs



Importance of employee engagement

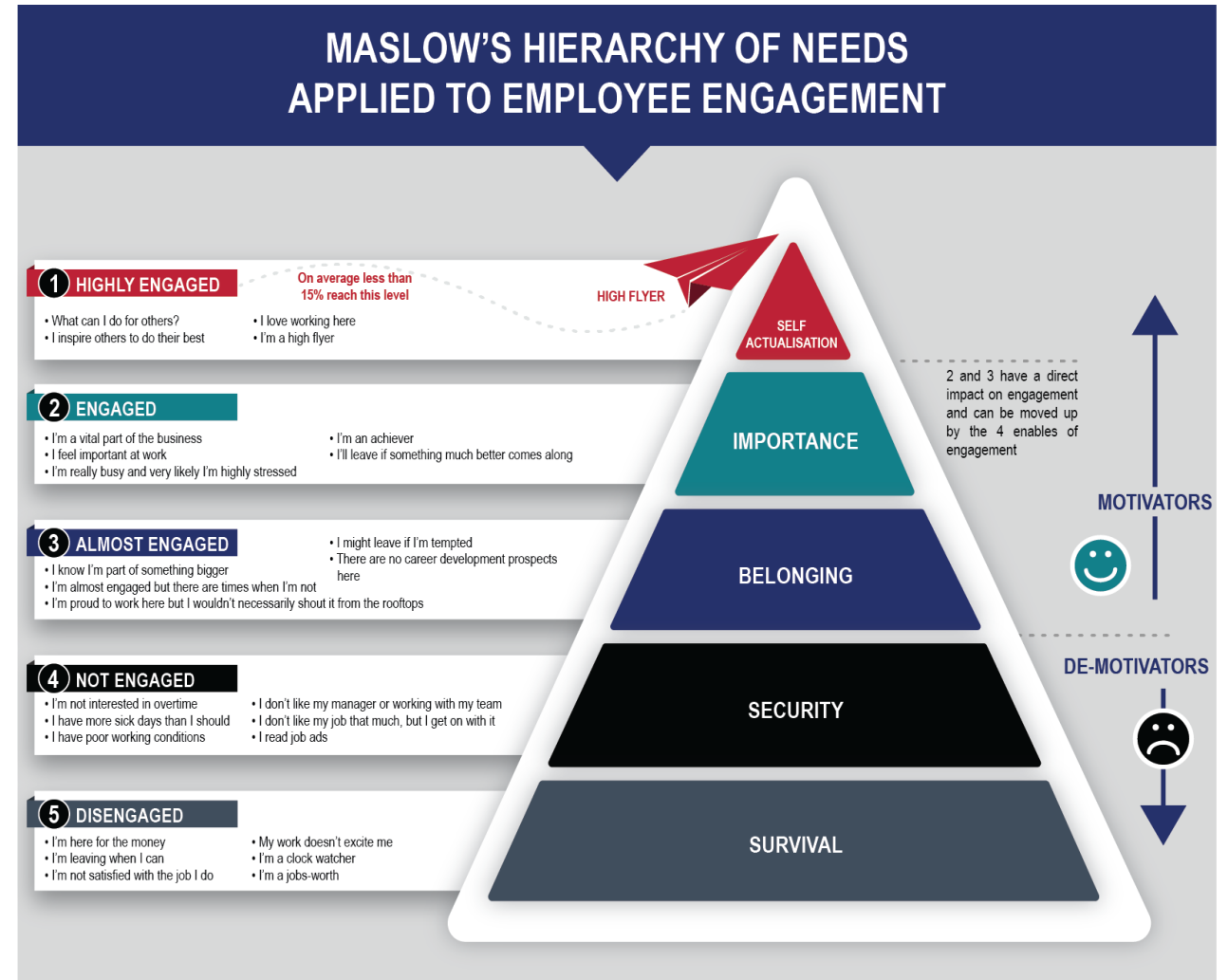
Alphabet Inc.

- You know that saying 'Happy employees produce better results', well the origin of that old adage comes from this popular company.
- Here are some strategies that the company has introduced in building an engaged team:
- **Distinctive reimbursements and advantages:** Google offers high wages. In 2006, the company was pioneering in a share marketing incentive for staff.
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- **Work environment:** Google is know for their unparalleled work atmosphere. Although it offers its workers gyms and endless meals, Google also gives staff freedom in their respective job roles.

Theoretical models

- Data and statistics
- Examples

Abraham Maslow started his Hierarchy of Needs theory in 1943, it is a diagram showing what motivates the workplace. Maslow's studies suggest, people must achieve basic survival needs before reaching one's full inner zen.



Best Practice for employee engagement

Expressive employee and company goals

- Setting out the company's goals and aspirations is vital. Being privy of company objectives lets everyone have an idea of the company's direction, while particular expectations gives the workplace an exact target.

Motivate your team with meaningful work

Encourage your team by making work a more enjoyable experience where it does not seem like a chore but more of being part of a team. Praising your workers for good work is also essential as it builds up morale.

Best practice for employee engagement

Furthermore, recruiting new employees can be hugely expensive for an organisation, this means there are benefits in keeping your existing employees happy and engaged so that they stay loyal to your business.

The festive season of Christmas is a great opportunity to show your employees how much they are valued as members of the business by rewarding with extra gifts. Creating magical moments with inspirational experience gifts makes staff feel appreciated.



Conclusion

To conclude, after conducting my studies I have found that the old way of businesses being reliant on discipline and routine is dated and the modern approach of being more flexible and worker friendly has a better result in employees having job satisfaction

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