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Introduction

Employee engagement can be described as the level of employee enthusiasm. This aspect has become very important because of the pandemic. A business that does not have the ability to ensure that employees are engaged will not have success. The aim of this task is to assess the different aspects of employee engagement. At first, the concept of employee engagement and its features will be analysed. The tools which can be used for measuring employee engagement need to be assessed as well. At last, the strategies which can be used for rising employee engagement will be analysed in detail. Asda was established in 1949 in the UK (ASDA, 2021). The main office of the business is in Leeds. It is the base organisation for this task.

The concept of employee engagement and its drivers

Employee engagement is the level of employee dedication to the work which has been assigned to the employee (Yaneva, 2018). A business might not have success in the business without making sure that employees are engaged. When the employees of a business will be engaged with the types of work which the employees are doing then it will be helpful to make sure that the ability of the business to have success in the market has been achieved. For example, when an employee will be engaged with the work which the employees are doing then it will be helpful to make sure that the employees will work on the basis of making sure that the best work has been done (Truss, 2014). There are some drivers which determine employee engagement. Some of those drivers of employee engagement include:

Meaningful work: The work which the employees of a business have been assigned must have to be meaningful. For example, if an employee is assigned work that does not have any value and might not be able to ensure success will not motivate the employees to focus on that. That is why the work which an employee will do must need to have meaning (Mcgee, 2011). If the employees of Asda can have meaningful work then the level of employee engagement will be improved. In this process, the quality of the work will be improved and at the same time the level of employee engagement as well. That is why it has been considered one of the most important drivers of employee engagement.

Career growth: Everyone will like to have growth in their career. That means the work which an employee is doing must needs to ensure that the employees will have growth. That will work as a motivating factor for the employees to make sure that the level of engagement among the employees will be high and at the same time quality of the work which has been done as well (Kumar and Swetha, 2011). The employee who will have career growth can focus on the work more than others because by that the recognition of the employees can be measured. Asda must have to make sure that each employee of the business has the chance to achieve career growth. This might be helpful to ensure the sustainability of the business as well.

Empowerment: In the modern workplace employees likes to work in an organisation that will offer the chance to take part in the decision making process. That is why employee empowerment is important here to ensure that the employees are happy and that is among the most important aspect which can ensure the success of a business (Kocherlakota, 2017).

Empowered employees will think that the work which they are doing is their own and for that, the level of employee engagement will be improved as well. If Asda is able to empower its employees then the business's success in the market will be ensured.

Belonging: This is among the most important aspect on which employee engagement can rely. This means, the sense of being part of the business. Amazon is an example of how employee engagement can be improved. Each of the employees of the organisation has a vibe that they belong in the organisation and for that, the quality of the product and service that the business offers is effective and has the ability to attract the business (Holbeche and Geoff Matthews, 2012). Because of these reasons belonging has been considered an important driver of employee engagement.

Recognition: The work which the employees of a business do should be recognised because without the employees might not feel motivated to work. Asda's management must have to make sure that the work which the employees are doing has been recognised. In this process, the employees of the business might feel motivated to behave positively so that the aim and objectives of the business can be achieved (Delina and Samuel, 2019). That means if Asda recognises the work which the employees are doing then it will be helpful to make sure that employees will be engaged with the work which the employees are doing.

Leadership: The leadership of Asda can play an important role to make sure that employee engagement has been ensured. Leaders are the people who have the task to lead people toward success (Carbonara, 2013). If the leaders of a business can ensure that an effective relationship has been developed with the employees then the employee engagement level for Asda will be improved. In every type of business to ensure the success of the business leadership has to play the most important role. That is why it has been considered an important driver of employee engagement in Asda.



Figure: Drivers of employee engagement

Source: (Delina and Samuel, 2019)

Diagnostic tool to measure employee engagement

Measuring the level of employee engagement is important to make sure that Asda will have success in the market. There are some tools that the business can use for making sure that the level of employee engagement has been analysed. Some of these tools are:

Employee reward and recognition programme: This has been considered one of the most important measures of employee engagement. 69% of the employees of Asda think that they will work hard if they had the chance to get the reward. That means employees of Asda focused more on the reward that they employees get (Byrne, 2015). That means this can be said to be the measure of employee engagement for Asda on which the success of the business to ensure that employees will be engaged will depend.

Employee survey: An important way in which employee engagement can be assessed is through an employee survey. By this, the level of employee motivation, rate of job satisfaction along with other aspects can be considered. Job satisfaction can be used as one of the most effective tools to

ensure that employees of the business are engaged (ASDA, 2021). That is why, if Asda wants to survey employee engagement then this tool can be used.

Employee satisfaction rate: Employee engagement is about the level of employee enthusiasm to which the employees have been assigned. For that, the employee satisfaction rate can be an effective tool to assess employee engagement. The higher the rate, the higher the employee engagement level is. For example, the rate of employee satisfaction is 70% (Arslan, 2017). That means, the employees of the business are engaged and this is a good aspect of the business.

Employee productivity: Employee productivity means having more output using less input. An employee might become productive when the level of employee engagement will be high. In the case of Asda, the employees of the business are highly productive and this is indicating that Asda has a high employee engagement level (Yaneva, 2018). This will be helpful to make sure that the effectiveness of the business has been ensured.

Employee retention rate: This indicates that the employees are motivated to stay in the organisation. This is a sign of a high level of employee engagement. The rate of employee turnover in Asda is less than in other businesses (Truss, 2014). The work of the employees has been appreciated in Asda and there is a growth opportunity on which an employee can be focused. That is why an employee wants to stay in the business. Employee engagement is an important reason behind that.

One-on-one meetings: If the management of Asda tries to have a one-on-one interview with the employees then it will be helpful to assess whether the employees are satisfied or dedicated to the work which the employees are doing. The level of employee engagement depends on whether an employee is dedicated to the work or not. Based on the result of this meeting effective action can be taken to solve the problem. That will be helpful to make sure that the level of employee engagement has been improved.

These are the tools that can be used for measuring employee engagement. The result which will be found can be useful to develop an effective action that can improve the employee engagement level of Asda. The ability of the business to have success in the market will be improved because of this.

Employee value proposition

The promise that employers make to employees in return for commitment is known as an employee value proposition. This means, the sum of all benefits which the employers offer to the employees. This can be defined as the arrangement of benefits that will be offered to the employees. This is among the most important aspect to which focus should be given (Mcgee, 2011). Asda to create an employee value proposition, the focus should be given to some of the aspects. Those includes:

Compensation: This is the basic which an employee gets because of the work which the employee did. Asda should offer a fair salary to the employees so that employees might not get less than what they deserve (Kumar and Swetha, 2011). As per the employment law, an employee should get a minimum salary. But that might not be effective to make sure that justice has been made to the work which the employees are choosing.

Work-life balance: In the modern workplace, work-life balance should be the promise of the employers to the employees. 69% of the employees of Asda want to make sure work-life balance has been ensured (Kocherlakota, 2017). To create an employee value proposition, Asda must have to focus on work-life balance. This can have an impact on the level of employee satisfaction and this will lead to increased employee productivity. That means this component of EVP is beneficial for both employers and employees.

Stability: For 76% of the employees, job stability is one of the most important priorities when choosing a job. This is related to the mental health of the employees as well. Asda must have to offer stability to its employees so that they can work without worries. An employee might be engaged with the work because of having a stability of job (Holbeche and Geoff Matthews, 2012). The success of the business will be ensured as well because of job stability as the employees will work freely.

Location: The location in which an employee will work is important because that is related to employee productivity. There is a connection between the effectiveness of employees based on the distance which an employee travels. The employees, who will have to travel huge distances might not have the chance to concentrate on the work (Delina and Samuel, 2019). That will

reduce the productivity of the employees. That means, ensuring that the employees will have the chance to work in a convenient place is important for the employers and employees.

Respect: An employee should have respect for the management of the business. This is the ethical responsibility of the employers to make sure that employees should have respect. Without this EVP cannot be ensured. Asda should develop a culture in which employees of the business should have respect.

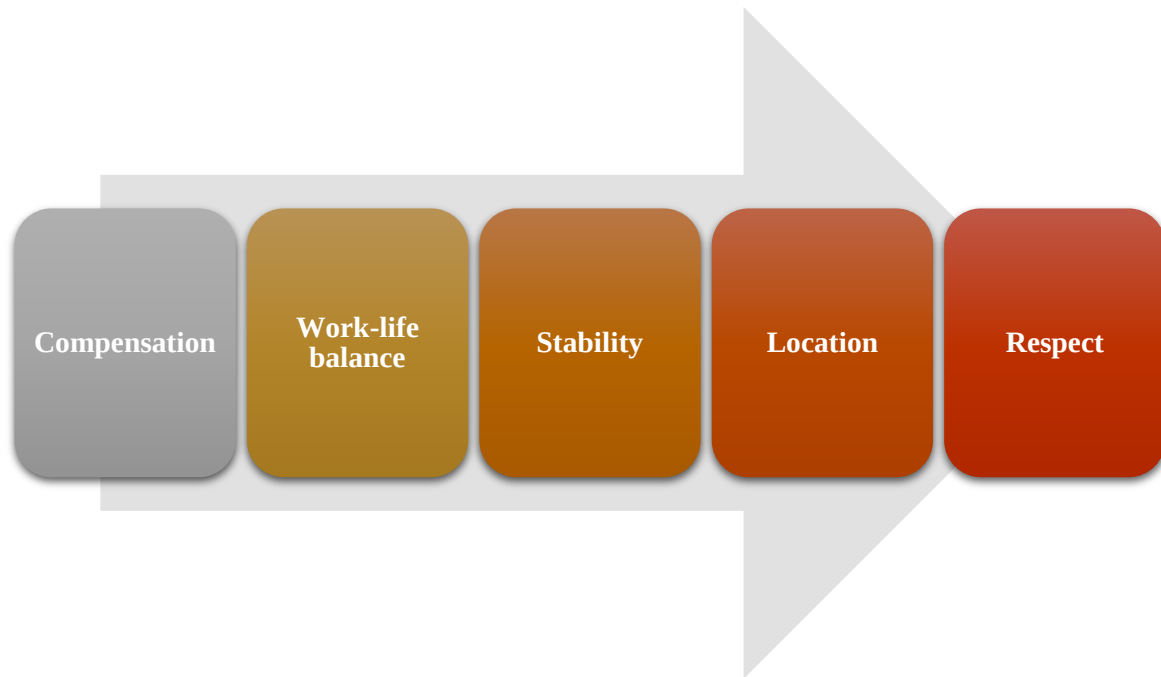


Figure: Employee value proposition

Source: (Kocherlakota, 2017)

Strategies to raise the employee engagement level

Asda must make sure that the level of employee engagement has been improved. The quality of the product and service that the business will offer will be improved because of that. Some of the strategies which the business can follow include:

Communication: To raise the level of employee engagement this is the most important strategy which Asda needs to use. Through this, the needs want of the employees can be assessed and that will be helpful to make sure that the problem which the business is facing has been realised

(Carbonara, 2013). The ability of the business to increase employee satisfaction will be improved in these ways and the level of employee engagement.

Employee wellbeing: Asda to raise employee engagement needs to focus on employee well-being. Mental, physical and emotional health needs to be considered as well. The combination of these three will be helpful to make sure that employee absenteeism will be reduced. That means employees will be able to concentrate on the work. The level of employee engagement will be improved because of that.

Feedback: This will be helpful to Asda to improve the level of employee engagement. Feedback is effective for the employees to know about the work which the employees conducted along with the mistake which the employees made (Byrne, 2015). In both, aspects, employees of Asda will be able to learn and will ensure growth in their careers.

Conclusion

Employee engagement is the measurement of employee commitment toward work. The level of employee engagement will determine how effectively the employees will work to achieve business goals. The driver of employee engagement includes meaningful work, empowerment, participation in the decision-making process etc. There are tools that can be used to measure employee engagement. Some of those tools include employee satisfaction rate, retention rate, and one-on-one interviews along with others. The ability of Asda to develop an employee value proposition depends on five components. Those are compensation, work-life balances, stability, location and respect. Communication, employee well-being and feedback are the three recommendations for Asda on which the business should be focused on increasing employee engagement.

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