

Managing People

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Executive Summary

Employee Engagement is all about coordination of employees to achieve desired goal. It is regarded as most crucial element to attract valuable talent. The report mainly founds that employee engagement may increase business productivity and enhance customer experience. Successful Organization often used digital platforms to engage with staff members. It is recommended that Organization must focus upon innovative culture to increase employee engagement. Multinational corporations mainly celebrate their success and failures with staff members. The report has outlined several tools to monitor employee engagement on periodical basis.

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Introduction

The report offers detailed information about employee engagement and its importance in business operations. It mainly demonstrates that how employee engagement may contribute towards business development. The report has outlined several tools for measuring employee engagement. It also explains the impact of employee engagement upon business performance. The report mainly describes several strategies to boost employee engagement.

Company overview (Sainsbury)

It is the second largest supermarket in UK as it was founded in 1869 with 16.5% market share. The company operates usually 600 supermarkets and 800 convenience stores in UK and about 90% of sales generated by supermarkets. Its headquarters are situated in England, London UK. The company has maintained goodwill by opening tasty and healthy safe food to the consumers. In 1903 groceries in Sainsbury are introduced. Company offers various products like electronic goods, homeware and cookware, groceries and other items to its consumers.



Figure: Sainsbury

Source: (Szydłowska, 2020)

1. Concepts and Drivers of Employee Engagement

It is the extent to which the workers feel passionate about their job, and are committed to the business and put their best effort into the work. It goes beyond the events, games and activities and it also drives the performance. In other words it is an approach to create such a workplace environment where the business workers care what they have to do. In gauging work satisfaction it is becoming quickly one of the essential indicators. In present time workers are looking to work for 9 to 5 job. The employees want to be involved in the work, enthusiastic about the business they work for or are committed to their fellow workers (Albrecht et al., 2018).

It is also considered as emotional commitment that people have towards the goals of the business. The workers' emotional commitment shows that they are concerned and care about the company and its goals. In that case the workers not only work for the promotion and salary but to achieve the objective of the business. Discretionary effort is used by the employees when they take care about business organisations and are engaged in the business. It usually leads to increased quality, service, outcomes, sales, profits, shareholders return, productivity, etc. The covid-19 pandemic has led to the workers to think more about mortality and to make more efforts in completing the work. It also shows the extent to which the employees are motivated by the organisation to attend the business goals. Various measures are adopted by the businesses like working from home, job design, flexible working environment and making the workplace safe during covid-19. The measure of work from home is adopted but the business that helps in making improvement, better work life balance and it has also saved the time and money of individuals. Flexible working helps in reducing absenteeism, increasing morale of workers and better job satisfaction at workplace to the organisation. Some measures are also taken by the company during covid-19 like to wear gloves, make the use of sanitizers and masks to ensure better health and safety of the people (Gupta and Sharma, 2016). The following points below define the drivers of employee engagement:

Direction and purpose: More than 80% of workers are usually engaged with work that aligns with the mission and core values of the company. It is essential for the organisation to have a clear direction along with core values, well defined mission statement and employee value

proposition. To set the directional purpose of the organisation is the collaborative effort that also considers about the the future of the company while also taking into account its current state. To establish purpose and direction is also important for recruiting great talent. It helps in finding out the best skilled and experience individuals that will engage in the work and help in developing cohesive employer branding strategy. Sainsbury Plc hires the individual for the work on the basis of their work engagement capabilities. The company also provides autonomy and work to the employees so that they take effective decisions related to the job. The employees feel good and engage in the mission of the company when they are provided freedom to choose their time.

Work environment: The employees want best working environment that also help the organisation in raising the growth of the firm. About 65% of employees usually report that some environmental factors like temperature and lightning contribute to the higher productivity and performance. Various organisations have taken initiative for raising the productivity of giving best working environment to the employees so that they not feel bad while doing work. As some individuals want to work in silence with bright lights and other wants dim light and refer background voice (Khodakarami and Dirani, 2020).

Company culture: The employee engagement increased when they are regularly updated by the senior executive about the business strategy. To reduce animosity and district among workers the firm must avoid spreading rumours and to keep them engaged in work. The conflicts and concerns among the workers may be easily address and understood by the company by building a transparent culture. The productivity engagement of the company is reduced by some new employees as they feel afraid to talk with their employers. on the engagement of the workers the company culture has the deep affect. The company can encourage social connections, share informational updates, hire new worker and celebrate the birthday of employees to develop best culture and this raises the employee engagement.

Engagement surveys: For the organisations employee engagement surveys are essential way to drive and manage engagement, which is effective that there simple to implement. There are 89% of HR professionals that find that regular feedback surveys influence positively on their business (Shaik and Makhecha, 2019).

Perks, benefits, recognition, appreciation, and compensation: It helps in raising the employee's engagement in the company. With the right blend of benefits, compensation the company may design idea remote working environment, plan for financial future and established work life balance that have the direct influence on the engagement of the employees. In the company about 36% of the employees are retained as they get adequate benefits. Employees of the organizations usually work for earning some amount so that they can fulfill their needs. Sainsbury provides equitable pay to all the workers with rewards and recognition so that their engagement, commitment and motivation can be increased (Popli and Rizvi, 2016).

2. Diagnostic Tools to Manage Employee Engagement

In building effective culture to increase the performance of company in today's mobile workforce company faces various issues. These tools empower the workers to own their role, and provide them autonomy. By several business organizations it is estimated that they face about 87% of issues related to the organization engagement. The following points below describe the tools that help in monitoring and measuring the level of engagement of employees:

Employee surveys: These are the essential tools that help in taking feedback from the workers based on their satisfaction, attitude and feelings. The company designs are simple survey form and allow the employees to field during the covid-19 that helps in raising the rate of participation and employees also response honestly from remote workers. Third party administration is used by the company to take feedback from employees so that it may raise the comfort and engagement of the employees based on their problems. With an effective survey proper understanding of motivation, fashion, and quality of work relationship may be gained by company. This tool measures the employee engagement of the firm effectively (Jha and Kumar, 2016).

Social media: This is also the essential tool that organizations used for collecting feedback from the employees about their work knowledge and experience. By monitoring the ratings and reviews in glass doors the company may effectively measure the sentiment of the employees. The employees may be engaged in useful conversation with the internet social media network that allows also employees to post their best ideas for the business work. It is helpful for the managers of the organization in understanding the team members and to increase employee morale and get a greater sense of company culture (Shrotryia and Dhanda, 2019).

HR software: This is the tool that helps the organization to collect feedback from the employees and measure their skills and experience. To serve de engagement of employees is best but it does not give real time ad effective feedback to the organization. For gathering and tracking the employee engagement the company e should raise supplementing the periodic surveys with some essential software's. For tracking and facilitating more frequent communication and feedback

from the workers the company may make the use of performance software. It helps the organization to track the effective employee and to force employees to work towards goal of the business (Rao, 2017).

Exit interviews and employee life cycle: This tool defines the questionnaire made by the the company in which various questions are there that are answered by the workers regarding their working and performance experience. It is the effective feedback for the organization to make improvement in the system to make sure high level of employee engagement in the business. It also helps the organizations in improving the methods of employee engagement through the life cycle of employees that is followed in the whole working period. Employee engagement is also measured by employee life cycle (Szydłowska, 2020).

3. Strategies to Raise the Employee Engagement

The value proposition of employees is considered as the unique set of certain benefits that is usually brought by the workers in the organization in return of their knowledge, skills, capability and experience. The main purpose of the value proposition of employees is to deliver greater value to the shareholders, to motivate, attract and retain the employees and to encourage the consumer loyalty. Through the great combination of work, opportunities, environment, reward and people the employees of the organization are characterized. To increase the employee's engagement the company may develop clear communication strategy, communicate future strategies of dance, promote the business transparency, encourage the workers to talk openly, practice social leadership, provide and receive feedback and analyze their efforts towards work. All the business organization employees inherit various features like methods of doing work, identifying opportunities, adapting to the changing business environment and employees are also rewarded by the the manager of the business (Clack, 2020). The company adopts some strategies for raising the employees engagement are defined below in detail:

- The company provides learning or growth opportunities, stable jobs, flexible working hours, and training to increase employee engagement during covid-19. To increase employee engagement the company also provides rewards and recognition to the workers.
- To support the growth, development and learning of employees the company invest in cross functional training. The managers of the company lead workers to foster their culture of support and to support workers well being on engagement (Sanyal and Haddock-Millar, 2018).
- Flexibility is provided by the company to the employees and it allows them to adjust their work schedule that suits to their needs. The employees are also encouraged by the organization to take part in the volunteer program.
- To encourage collaboration, engagement and creativity among employees the firm holds a regular gathering.
- The employees are also encouraged by the organization to practice and maintaining a balanced lifestyle between their work and life. Collaboration is raised by the the firm to

expand the spirit among the employees that helps in raising the employee engagement (Sun and Bunchapattanasakda, 2019).

- The company also raises Caring relationship with the workers and to increase employee engagement the firm promotes honesty in the workplace. To create channels the organisation may also look where workers may effectively increase their concerns and problems related to the work of the business (Osborne and Hammoud, 2017).

Conclusion

The report concludes that employee engagement mainly drive business growth and increase customer satisfaction. It is indicated that employee engagement is concerned with better working conditions and wages. The report has analyzed that employee engagement may contribute towards organizational success and enhance business performance. Sainsbury can increase employee engagement by creating positive working environment. It also outlines several tools for measuring employee engagement.

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