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Introduction

This report is all about employee engagement. As many of the companies are rapidly growing due to globalisation, digitalisation and modernisation, so it becomes more essential to have a supportive workforce in an organisation. Employee engagement is one of the most required techniques to build the healthy relation in between employee and employer. Main purpose of this report is to analyse various aspects of employee engagement that needs to be considered for improving the performance and well-being of employee.

For in-depth analysis of employee engagement, Chief Executive of KFC has asked to prepare a report on various aspects of employee engagement in KFC that can help in raising the level of it. KFC is one of the largest restaurant chain founded by Colonel Harland Sanders, headquartered in Louisville, Kentucky, United States. It is specialised for American fast food especially fried chicken.

Whole report is formally structured and divided into various sections that are relatable to employee engagement. Data mentioned in this report is completely secondary and based on qualitative research.

Meaning of employee engagement

With rapid growth of corporate sector and especially few companies like KFC, it has become due important to build and manage the healthy relations among employee, employer and an overall organisation. Employee engagement is a basic concept to measure the qualitative and quantitative nature of employee and organisation relationship. It can be described as who can be completely focused and encouraged towards his work and show keen interest in fulfilling organisational objectives through building its image.

Employee engagement can be defined as ***“a person who gets completely involved in various activities of an organisation and show high level of dedication towards their work for raising the overall performance of a company.”***

Due to declining performance and level of employee engagement, chief executive of KFC has decided to raise it by taking certain actions against it especially during Covid-19 pandemic such as:-

1. *Restructuring roles or modifications in job designing*
2. *Creating the workplace “Covid-19 safe”*
3. *Providing facility to employees to work from home*
4. *Facilitating employees with flexible time for working.*

But still, according to her, certain more changes are required (Motyka, 2018).

Importance of employee engagement

Employee engagement is very important for companies like KFC especially during Covid-19 pandemic situation. There are many reasons behind so much of its importance. Some of them are:-

1. *Enhances the employee productivity* – It is one of the reason of being employee engagement so important. For increasing the efficiency of an employee, it is necessary to make them realise about the importance of their work and contribution for the company. Employees who perform good in their duties and highly contributes towards the KFC Company are more engaged and builds a good relations with an organisation.
2. *Helps in satisfying customers' wants* – Another reason behind such a great importance of employee engagement in companies like KFC is that it helps in satisfying various customers' wants. Due to effective working of employees and their keen interest towards the company, they highly contribute in satisfying customers' various wants. Employees who are actively engaged, focuses on various techniques through which they can help in satisfying various customers wants.
3. *High employee retention ratio* – This is another reason of such a great importance of employee engagement. Active engaged employees help companies like KFC in retaining employees highly. Such employees participate in various activities of KFC Company and invest their efforts in several duties and responsibilities, due to which they don't feel to leave the job. According to such employees, their motive is to contribute much in the company for accomplishment of various business objectives which as a return helps in retaining employees.
4. *Builds up positive working environment* – Employee engagement is important for KFC Company as it helps in creating the positive and healthy environment. It is a necessity of every employee for working in an organisation to have a positive business environment. This helps them in fulfilling their responsibilities and roles actively and efficiently. Therefore, it is due important to have an active employee engagement in companies like KFC.

5. *Assist in accomplishing business objectives* – It is important for KFC Company to have high level of employee engagement as it assists in accomplishing business objectives. Active employees duly perform their duties on time, effectively and efficiently (Moseley, 2021).

Employee engagement drivers

Employee engagement drivers are feelings and emotions for the duties, responsibilities management and overall company. It is essential to continuously consider, analyse and evaluate various drivers of employee engagement that helps examining various factors relatable to it. Therefore, some of these employee engagement drivers are:-

1. *Loyalty* – One of the most important drivers for employee engagement is loyalty. There should be a loyalty from both sides, viz. employee and organisation. Employer should trust its employee and give them the access to take varied decisions which can be beneficial for the companies like KFC.
2. *Clarity* – Another employee engagement driver is clarity. Organisation should provide employees all the clarity regarding vision, mission, objectives, purpose, road map and directions that are necessary for employees to be aware of. These help employees in putting their efforts more effectively and efficiently.
3. *Healthy working culture* – This is essential employee engagement driver as it helps in making various duties and responsibilities of KFC employees relatable to the company. Having positive and healthy working culture automatically enhances the emotions of employees towards the duties and overall organisation.
4. *Recognition and appreciation* – It is important for employees to be recognised and appreciated for their excellent performance in fulfilling various roles and responsibilities of KFC Company. Though this employee feels more engaged and embraces his efforts and investment in several activities of the company.
5. *Opportunities* – For high level of employee engagement, it is necessary for the companies like KFC to give maximum opportunities to its employees for career growth and development. For this continuous training and development sessions should be conducted as well as promotions, restructuring jobs, etc.
6. *Active participation* – For raising the level of employee engagement in KFC Company, it is necessary to actively for employees to actively participate in various business operations as well as employers should give freedom to employees for

sharing their opinions and ideas. This can be beneficial for the company in many ways (Proactive Insights, 2021).

Employee engagement diagnostic tools

It is necessary for KFC Company to regularly measure the employee engagement so that various factors against can be evaluated timely. Therefore, some of the diagnostic tools for employee engagement are:-

1. *HR software* – This is one of the most important diagnostic tools for employee engagement. HR software are more effective and reliable for evaluating the engagement of employees. Various different HR software are been used by KFC Company that helps in storing and analysing the performance of employee and his engagement in various business operations. With the assistance of this HR gather and stores the survey data of employees at one place and can use for evaluation of employee engagement whenever required.
2. *Employee surveys* – Next comes is the employee survey. It is most effective diagnostic tool for employee engagement. Times to time, certain surveys are held among employees that help in getting feedback of employees about various aspects of organisation and its operations. This survey assist organisation in getting aware about varied prospect of duties, roles, responsibilities, etc. fulfilled by engaged employees.
3. *Exit interviews* – It is important for KFC Company to have a feedback of every employee especially those who are completely engaged in various business operations of KFC. In case, if any employee gets depart from the KFC Company then it becomes necessary for HR to have a quick survey and take a feedback from such employees. This is because such employees were actively engaged in KFC Company and facilitates their interest and services with keen interest.
4. *Employee lifecycle* – One of the most effective diagnostic employee engagement tools is employee lifecycle. This means that for measuring the engagement level of each employee, KFC Company deeply analyse and evaluate various factors related to employee lifecycle. This includes several different duties, roles and responsibilities fulfilled by each employee and its effectiveness and contribution towards accomplishment of various business objectives (Liu, 2017).

Employee value proposition

Nowadays, due to Covid-19 pandemic situation, several business operations simultaneously with rules and regulations have been changed. Therefore, it becomes more crucial for companies like KFC to raise its employee engagement through employee value proposition. *It is an assurance to the employee by an employer for facilitating them with various rewards and benefits for their dedication towards the duties and company as a whole.*” This can be in monetary terms or non-monetary but should consist of a high value through which employee gets satisfied. Employee value proposition encourages employees to perform their duties and responsibilities more efficiently and effectively for contributing in accomplishment of business objectives. It can be defined as *”a system of value, recognition and support provide by an employer in return of skills and services provided by existing or new employees.”* For every company like KFC, it is important to develop an effective employee value proposition to retain existing employees and to acquire new talent or potential employees (Mani, 2016).

Table 1: Employee Value Proposition

Employee Value Proposition				
KFC Company				
<i>Compensation</i>	<i>Benefits</i>	<i>Career</i>	<i>Work Environment</i>	<i>Culture</i>
Satisfaction through salary	Holidays	Personality development opportunities	Autonomy	Supportive management
Satisfaction through compensation policy	Insurance	On-job training	Challenges of work-life balance	Integration and team working
Promotions	Leaves	Career development	Understandability of duties and responsibilities	Clarity of company’s vision and mission
Evaluation policy	Retirement	Consultation	Recognition	CSR

Strategies for raising employee engagement level

As stated above, it is very important for companies like KFC especially in Covid-19 pandemic situation to raise a declining level of employee engagement for the betterment of business operations and a company as a whole. Considering this, certain strategies are recommended for raising the level of employee engagement. These are:-

1. *Continuous interaction with employees* – The most effective strategy that can be implemented in KFC Company for raising employee engagement level is by continuous interaction with employees. It is necessary to have a communication with every employee individually as well as in group regularly whenever possible. Through this, employees get freedom to share their opinions and ideas that can be beneficial for KFC Company.
2. *Welfare investment* – Next strategy which can be used by KFC Company for raising employee engagement level is by investing in welfare of employees. This means that certain action needs to be taken for creating healthy working environment, facilitating employees with certain health related benefits, allowing leaves, flexibility in work-life balancing, etc. As a result, employees get more engaged due to the importance and facilities he receives from KFC Company.
3. *Asking for feedbacks* – This is simplest and common strategy used by most of the companies and so implemented by KFC as well. This strategy consists of surveys, exit interviews, filling feedback forms, etc. Asking for feedback gives an opportunity to employee for sharing his view and prospect regarding company, its business operations and roles or responsibilities he fulfilled while working in KFC.
4. *Sharing of company's vision, mission and objectives* – It is essential for every company like KFC to share organisation's vision, mission, objectives and purpose that can help in engaging employees actively. Through this, employees feel more engaged as they will find them being a part of the company. As a result, this will encourage employees to work more effectively and efficiently by investing their efforts in contributing for accomplishment of organisational objectives.

5. *Employee authorisation* – This is a strategy that directly engages employees by facilitating them with completion of their duties and responsibilities autonomously with freedom. This makes employees more loyal towards KFC Company and gives them right to work according to themselves and if required can contact senior management for guidance (Osborne and Kammoud, 2017).

Conclusion

After completing this report, it will make the reader clear about various aspects of employee engagement that is essential to be raised especially during Covid-19 pandemic situation. KFC Company may adopt Employee Value Proposition system and can implement certain strategies that will be beneficial for engaging more employees effectively and efficiently. Therefore, it is essential to understand and to be clear about this important concept which will be useful for employees as well as companies like KFC in building positive and healthy relation for accomplishing various organisational goals. There should be a continuous diagnosis of employee engagement in KFC Company for getting positive results for raising the level of it.

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