

WHITE PAPER

Revisiting Your Employee Retention Strategy



"Turned on people figure out how to beat the competition. Turned off people only complain about being beaten by the competition."

As technology advances, so does the way we work. In turn, internal communication methods need to adapt to meet the needs of modern businesses and their employees.

74% of employees feel like they are missing out on company news due to either the absence or inefficiency of their internal communication department.

39% of surveyed employees believe that there is insufficient collaboration in the organization.

Employee productivity increases by 20-25% in organizations where employees are connected.

Highly engaged employees result in a **23% increase in profitability.**

Businesses that engage their employees actively see an **18% decrease in staff turnover.**



Due to its high costs, decreasing turnover is a top priority for organizations today. It takes about one-third of a professional's salary to find a suitable replacement, not to mention the lost productivity during training and onboarding.

One common cause of employee turnover is a lack of engagement. To prevent this, employees need to be fully invested in their work.

“It costs a lot of money to recruit people, to train them, to get them up to full productivity. If we can tie retention as a very definable metric, to what we're working on as an internal communications team, I think that makes for a very compelling story and a clear business outcome.”

Daren Jennings, Chief Commercial Officer at Speakap



But why are employees disengaged? Often, the culprit is a lack of proper internal communication.

Read on to explore actionable ways to design and evolve your internal communication strategy to deliver on your employee retention strategy.

SIX TRENDS SHAPING THE FUTURE OF INTERNAL COMMUNICATIONS

The future of internal communications is being shaped by six key trends.

1 **Increasingly remote workforce**

Presents challenges for companies to communicate and engage with their employees effectively. To address this challenge, companies are investing in employee engagement technology, such as an employee app, that facilitates instant communication and provides analytics to measure and improve engagement.

2 **Internal communication as internal branding or marketing**

The need to rethink internal communication as internal branding or marketing. By promoting their values and increasing employees' emotional investment in their work, companies can create a workforce of brand advocates who deliver on the brand promise.

3 **Decentralization and flattening of corporate communication**

Have led to the emergence of new forms of communication similar to social media platforms.

4 **Sharing best practices**

Through communication platforms, allowing employees to learn from one another and improve the company.



5 **Targeted content**

Helps businesses provide more relevant and personalized content to employees to avoid information overload.

6 **Modern platforms**

The future of internal communications is mobile, as companies need to adapt to an increasingly dispersed workforce. Companies can successfully connect their employees and improve internal communication by adopting the best communication technologies and tools.

Establishing an effective internal communications program is a continuous effort that demands collaboration. It involves prioritizing and securing support from leadership, along with regularly checking in with managers across your organization.

To increase employee engagement levels, employers should give careful thought to the design of their communication strategy.



DESIGNING AND EVOLVING YOUR INTERNAL COMMUNICATION STRATEGY

Targeted communication initiatives can enable internal communicators to stay on top of employee engagement issues, get ongoing feedback from employees and anticipate changing needs of workgroups.

Companies should take advantage of opportunities to engage employees and should use varied communication methods to do so. This is easier said than done, and over 60% of companies have no long-term strategy in place for their internal communications.

Let's take a closer look at the different phases of a communication strategy.



PHASE 1

INTERNAL COMMUNICATIONS AS A TOP-DOWN APPROACH

Top-down communication is a style of organizational communication that keeps employees informed, builds trust with leadership, and increases transparency. With the right internal communication plan, you can ensure employees at every level feel like insiders, using messages from key leaders to build trust and connection.

A clear communication strategy that considers the channels through which your teams receive your messages is essential. Posting on a comprehensive platform, such as your employee app, ensures everyone stays informed.

There should be variety and value for the employee in push communications, such as:

- **Business performance information** - KPIs, goals, files
- **Employee-focused content that makes finding information and work easier** - benefits, policies, profiles, perks, files, shifts and schedules, and productivity tools
- **Culture content** - living the mission and goals, company events, videos, birthdays, timelines, and celebrating team members



Employees want to know they're valued, and a simple compliment may not be enough. A public reward and recognition system can lead to sustainable retention.

However, effective communication channels are essential to ensure that recognition reaches the entire workforce or specific segments. Improving internal communication is a key driver in your employee retention strategy.



“The fact is that businesses that make the effort to put their employees first, end up reaping the benefits in terms of increased employee retention, satisfaction, and productivity.”

Patrick van der Mijl, CEO and Co-founder of Speakap

PHASE 2

INTERNAL COMMUNICATIONS AS TWO-WAY COMMUNICATION

In today's competitive job market, attracting and retaining top-tier talent requires more than just offering a competitive salary and benefits package. It's essential to create an environment of open dialogue in the workplace where employees feel valued, satisfied, and motivated.

This can be achieved through effective internal communications facilitating two-way communication and collaboration.

Isolation is a significant reason why employees leave companies. That's why it's essential to provide employees with tools that enable them to connect easily with each other, even if they work remotely or in a different office.

By evolving internal communication strategies into a two-way communication phase, companies can create a culture of engagement and collaboration that enhances employee morale and productivity.

Effective leadership requires listening to employees' questions, addressing their concerns, providing feedback, and implementing their suggestions. Line managers, people professionals, and leaders must actively bring out, listen to, and respond to employees' voices.



A systematic process, such as Voice of the Employee (VoE), can help uncover and assess employee concerns or problems that impact the employer-employee relationship.



“By opening these channels where you communicate with your employees, especially when you're outreaching field workers, you're giving them a place to have a voice.”

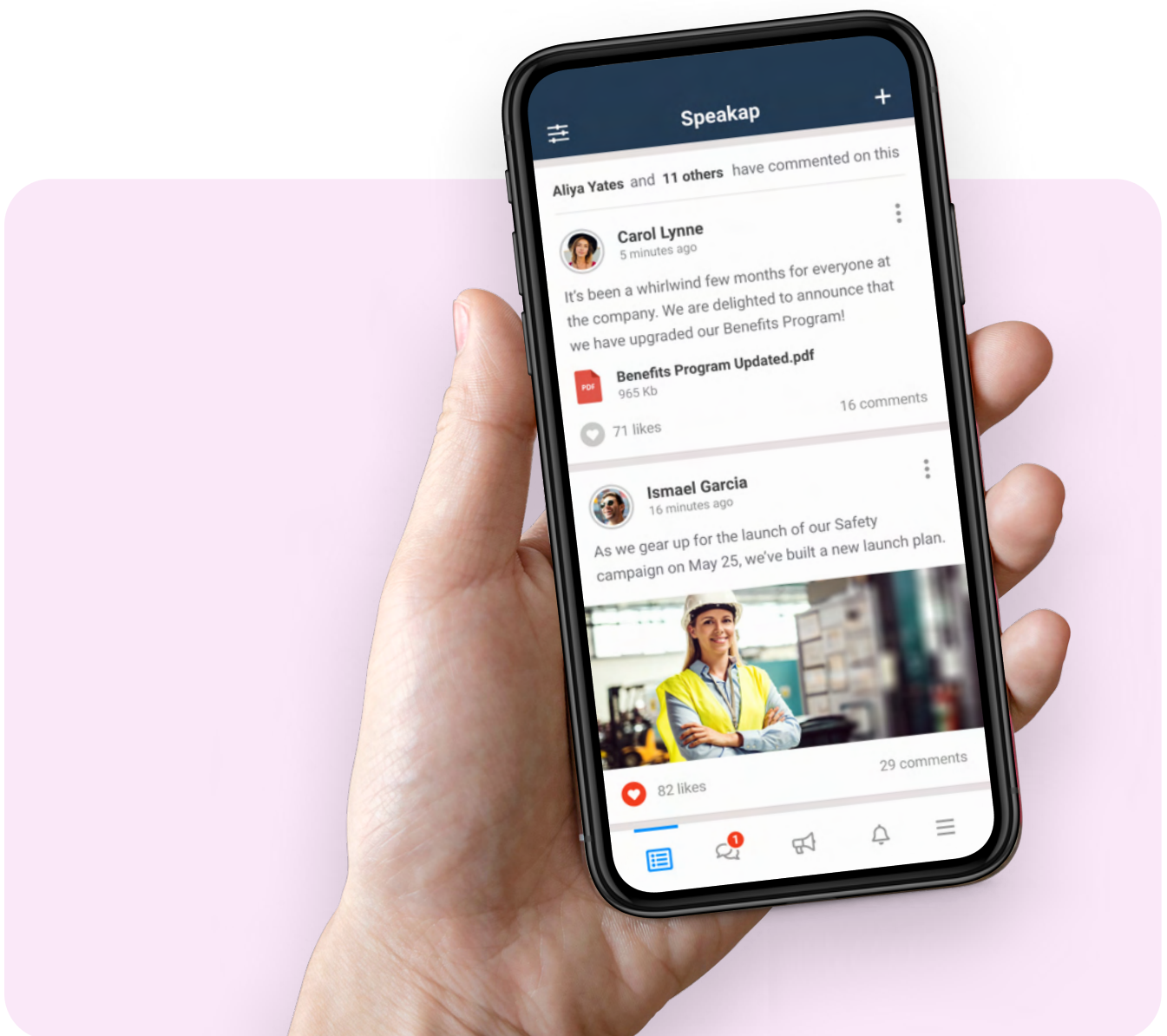
Tobi Anderson, Head of Customer Experience at Speakap

Getting feedback from frontline workers can be difficult, especially with multiple platform logins. With a quick poll on your employee app, employees can give feedback quickly and often, creating constant engagement and real-time insights on your employee's needs and overall satisfaction as it evolves.

An interactive space on an employee app is also useful for ideation. You can easily create a dynamic space for activating and pooling creative forces rather than wasting time on traditional brainstorming sessions or company suggestion systems.

Just as Rome wasn't built in a day, the maturity cycle for employee responsiveness is also not instant. At first, employees just observe to see the company's and leadership's responses.

After they experience truly receptive and open engagement, they will dip their toes in with 'likes' and eventually 'comments' or even create 'posts.'



A modern employee app can help measure employee responsiveness by tracking various internal communication metrics. For instance, companies can track:

- ✓ **Open and click-through rates**
- ✓ **Employee engagement rates**
- ✓ **Communication frequency**
- ✓ **Adoption rates for new channels and technologies**
- ✓ **Time spent finding information**
- ✓ **Costs vs. Benefit**
- ✓ **New hire engagement**
- ✓ **Employee net promoter score**
- ✓ **Trends and timing**

Modeling the type of engagement you want to see in your employees is crucial for effective leadership. Sometimes, leaders may need to "fake it till they make it" by displaying the type of engagement they want in their employees, even if they are not feeling it themselves.

With the right employee app, leaders can receive individual support to help them better engage their direct reports and promote a culture of engagement within their organization.



PHASE 3

INCLUDING ONBOARDING AND TRAINING

Onboarding is not just about providing information like the company handbook but also about making the newcomer feel welcomed and a part of the team.

A successful onboarding process can be divided into three stages: pre-boarding, onboarding, and continued boarding. By implementing an effective onboarding process, an organization can enhance employee retention, engagement, and productivity.

One major factor leading to employee turnover is the lack of perceived professional development opportunities.

To address this issue, it is crucial to establish professional development programs. Many organizations have such programs in place, but their employees are unaware of them.

Integrating professional development programs into the internal communication strategy can help employees comprehend their potential, increase their engagement, and stay with the company longer.

Your employees are the most valuable assets of your organization and should be treated as such.

Integrating e-learning tools with the employee app is a great way to keep your workforce informed and up-to-date with digital onboarding and training.

BUT WHERE DO YOU START?

Download our onboarding checklist and make it your own.

[Download the checklist!](#)



PHASE 4

STREAMLINE YOUR WORKFLOW: COMBINING ALL YOUR TOOLS IN ONE APP

Combining all your tools in one app can streamline your workflow by eliminating the need to switch between different applications or tools constantly. When you have all the tools you need in one app, you and your employees can access everything in one place, saving time and increasing efficiency.

It can also help you keep everything organized and accessible and create customized workflows and find the information or tools you need.



A comprehensive internal communication strategy typically utilizes various channels, tools, and elements, such as:

- ✓ **Intranet**
- ✓ **Mobile Intranet App** - especially important for your frontline workers
- ✓ **Internal Newsletters**
- ✓ **Collaboration Tools** - enabling employees to connect and exchange while combining professional relations in a more social way
- ✓ **Social Employee Advocacy Tool** - shows your employees that you trust them to convey corporate messages and that they will show a positive face to the public on social media.
- ✓ **Instant Messaging Tools**
- ✓ **News Center** - to keep employees always up-to-date. Include company updates, press releases, and any other news affecting your industry. Add updates on assets, blog posts, social media activity, and all new projects your company is working on
- ✓ **Leadership Center or Blog**
- ✓ **Employee Recognition Center**
- ✓ **Job Board**
- ✓ **Onboarding Center**
- ✓ **Video Center**
- ✓ **Employees Experience Tool** - can be customized to suit the needs of the company and its employees
- ✓ **Multilingual Tool**
- ✓ **Branded Tool**
- ✓ **Content Approval Workflow**
- ✓ **Notifications**
- ✓ **Emails**
- ✓ **Analytics** - track results identify which of your internal strategies are yielding the best outcomes, provide usage rates, measure return on investment



While these channels and tools are effective, switching between them can be a daunting task for the communication team and impractical for employees.

You can resolve this issue by implementing an employee app specifically designed for your frontline workforce, which integrates with all your company, HR, and communication systems.

Your employees should have access to onboarding, training, task management, workplace messaging, scheduling, and more, all packaged in an engaging, social media-inspired tool.



Q&D CONSTRUCTION



With the employee app, Q&D Construction has transitioned from relying on email communication to establishing a streamlined and effective two-way communication system.

They felt that giving the entire crew a voice is a challenging task, as employees often believe that their concerns or suggestions won't be taken seriously.

However, they saw that this hesitance could lead to potential issues, as small problems left unaddressed may escalate into larger ones that could potentially harm individuals.

Q&D Construction recognizes the importance of empowering its employees, which requires providing them with the necessary tools and demonstrating a willingness to listen and respond. As a result, its leaders actively engage with the employees, seeking their opinions and feedback.

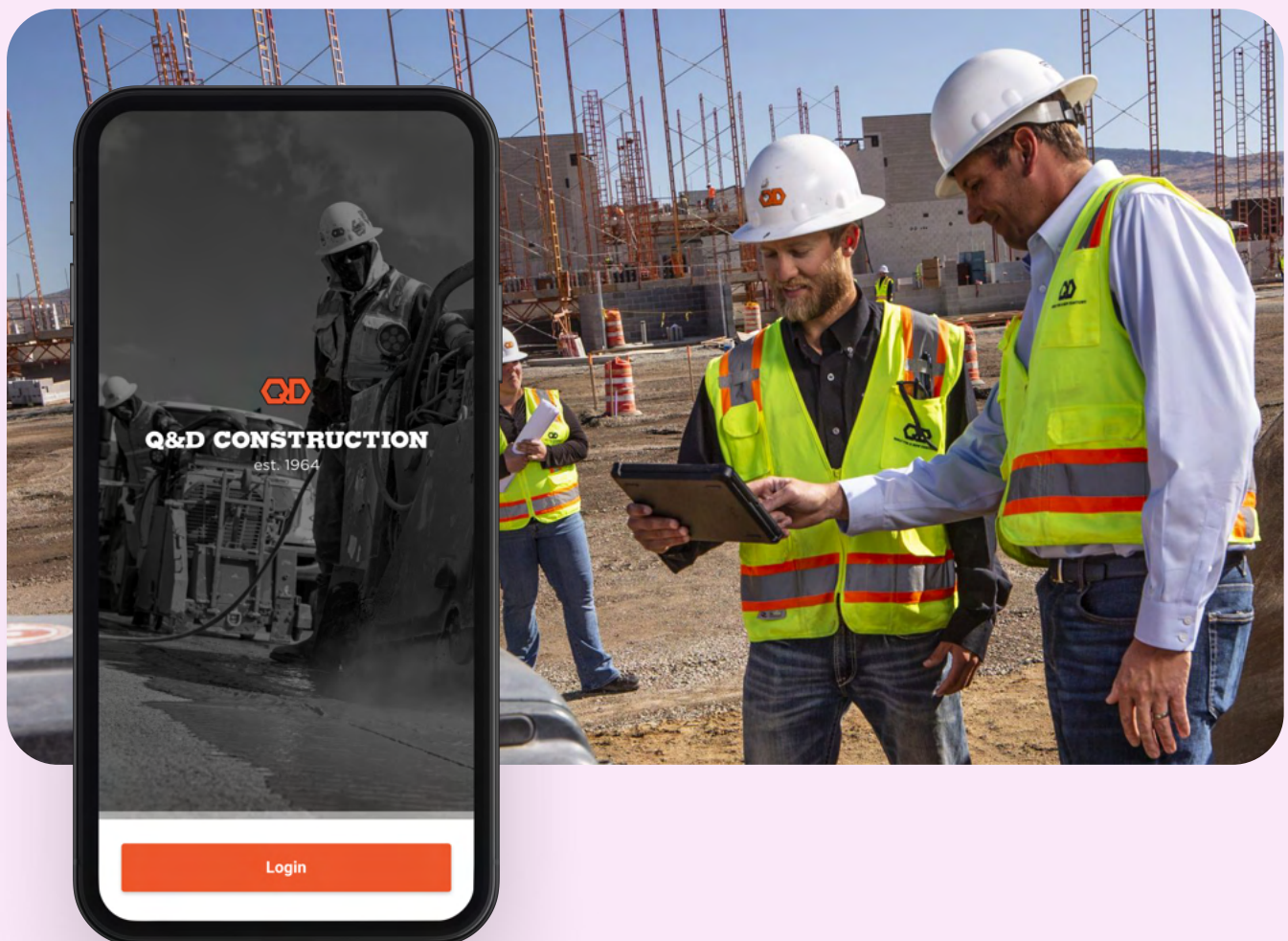
“Our leaders are always chiming in on the employee app, because they want everyone else's opinion. And it's not a mystery that once they chime in, everyone else starts chiming in too.”

Garrett Valenzuela, Communications Director, Q&D Construction



This transparent approach fosters trust among the construction workers, including seasonal employees, as they observe how the company responds to different situations. Particularly for seasonal workers, who have limited work experience with the company, it is crucial to engage them quickly and efficiently, ensuring their positive work experience encourages them to return for subsequent terms.

By welcoming employees into the company's family and fostering a community environment, Q&D Construction aims to create a lasting connection and promote loyalty among its workforce.



WRAP-UP

In today's rapidly changing work environment, businesses need to prioritize internal communication as a critical part of their employee retention strategy. A lack of proper internal communication is often the cause of employee disengagement and high turnover rates.

However, companies can successfully connect their employees and improve internal communication by adopting effective communication technologies and tools.

Using an employee communication app, like Speakap, can help you to keep your employees engaged and happy to stay put.

Our customizable employee engagement tool integrates with all the platforms your employees already know and love, ensuring maximum adoption and productivity.

With personalized internal communications, you can share specific updates with employees based on their team, department, or location, ensuring they have the information they need to succeed. Plus, our 'acknowledgment' button lets you know when your team is up to speed, guaranteeing an 80% adoption rate within the first two weeks.

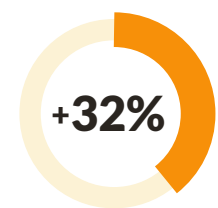


Our branded and user-friendly employee app is an extension of your corporate identity, instantly recognizable and loved by your employees. With polls, quizzes, and surveys, you can get direct feedback from your team and boost engagement by recognizing and celebrating achievements.

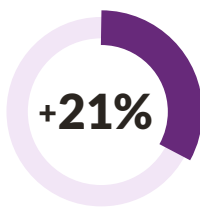
And with our instant translation feature, you can break language barriers in the workplace and reach everyone in their own language.

Don't let communication challenges hold your team back. Put your people first with Speakap and retain your staff with better employee experiences.

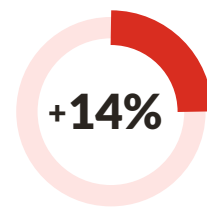
Contact us for a demo to learn more about how organizations are leveraging internal communications with Speakap to enhance:



**EMPLOYEE
SATISFACTION**



**EMPLOYEE
PRODUCTIVITY**



**EMPLOYEE
RETENTION**

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