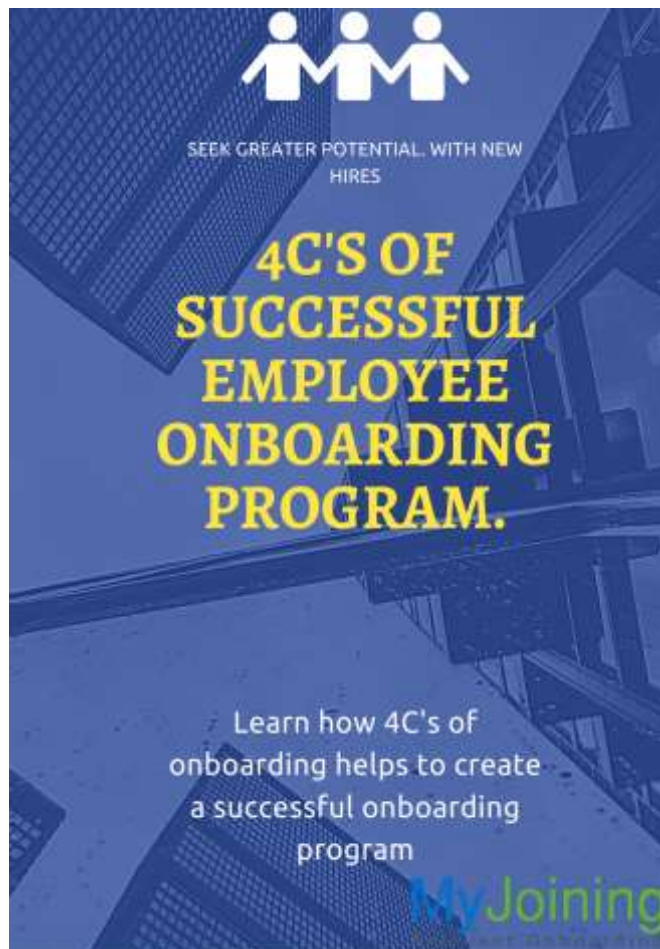


# Digital Onboarding:

## 4 C's of Employee Onboarding Program



### Introduction

According to the Society of Human Resource Management, employee onboarding encompasses selecting the right people for your team, fostering a sense of self-

efficacy in your new hires, and supporting them as they seek role clarity, social integration, and an understanding of your organizational culture.

From that lens, there are four "C's" of onboarding:

1. **Compliance**
2. **Clarification**
3. **Culture**
4. **Connection**



**1. Compliance** - Teaching employees basic legal and policy related rules and regulations. HR can then easily monitor document completion, ensure documents are only accessible to those who require access, and set retention policies so that documents are retained for the appropriate amount of time. Unfortunately, many employers stop after the first C, viewing onboarding as a way to check all the HR function boxes (e.g. setting up payment structures, completing tax forms and documentation, and going over rules and procedures). In order to make onboarding meaningful and successful, you can't stop there.

**2. Clarification** - Ensures that the new employees understand their roles and responsibilities. It can help to describe upcoming projects in which they will be participating, and how they can contribute. It's important that your new employees know precisely what their role entails, what their core activities and tasks are, how their work fits into the broader organizational structure, who relies on them, and when key milestones occur. They should know who to bring their questions to and what success looks like when they've completed a task or a project. If you're wondering how to clarify these kinds of details, remember that it's never too early to start recognizing your new hires. As it stands, **66 percent of workers** are likely to leave their job if they feel unappreciated. By

recognizing your new hires as they complete every stage of onboarding, you'll help them feel included and engaged right away.

**3. Culture** - You can brand the employee onboarding portal to reflect your corporate identity. In this way, employees are immersed in company culture before their first day at work. Onboarding is a time to get employees acquainted with your company's identity: your core values, desired behaviours, and what makes your organization unique in the broader landscape. Change is hard, and when it involves entering a new workplace culture, office space and team of professionals, it's *really* hard, even while it's exciting.

This phase of an employee's life is short but crucial and often overlooked by the employers who are chasing engagement, enthusiasm and loyalty. Culture plays around Emotional onboarding which is the process of tapping into new employees' most primal instincts, the ones that go beyond the bottom line of pay scales and benefits, and into the corners of our minds that worry about making meaningful connections, fitting in and believing we should be where we are. According to Gallup, employees who feel emotionally supported at work are full of purpose, feel safer to unleash bold ideas and are more likely to be top performers...So, yeah, it matters.

**4. Connection** - It's important how employers can use standard milestones, like meeting new team members, as an opportunity to build deeper connections by having coffee together instead of a quick meet-and-greet. Even compliance practices, like setting up direct deposit, can be reframed as team achievements that you can cross off your checklist together. When you celebrate those achievements as a group, you can help new hires feel a sense of accomplishment, recognition, and belonging. It is important to also include a way for employees to easily communicate and connect with HR through the employee onboarding portal

## Need for Onboarding

- According to the Harvard Business Review, up to 20% of staff turnover occurs within the first 45 days of employment. Why? The major reason for this is Poor Onboarding Process.
- Reports show that 54% of organization see greater new hire productivity and 50% higher retention rates for new hire when they have standardized onboarding in place.

## Typical Challenges of New hires:

1. Lack of Focus on the Pre-onboarding

2. Low Employee Engagement
3. Absence of an onboarding plan
4. Low Investment on Learning & Development
5. Poor Employer Branding
6. Lack of understanding of their role
7. Lack of a career path laid down for new hire
8. Sporadic meetings with key SPOCS and mentors

## **4C's Primarily Assist to fulfil Organization Expectations**

One of the most important phases in Onboarding is often the most neglected, defining the new hire's purpose in the organization. This goes beyond a job description and starts with expectation-setting. Some of the areas include but are not limited to;-

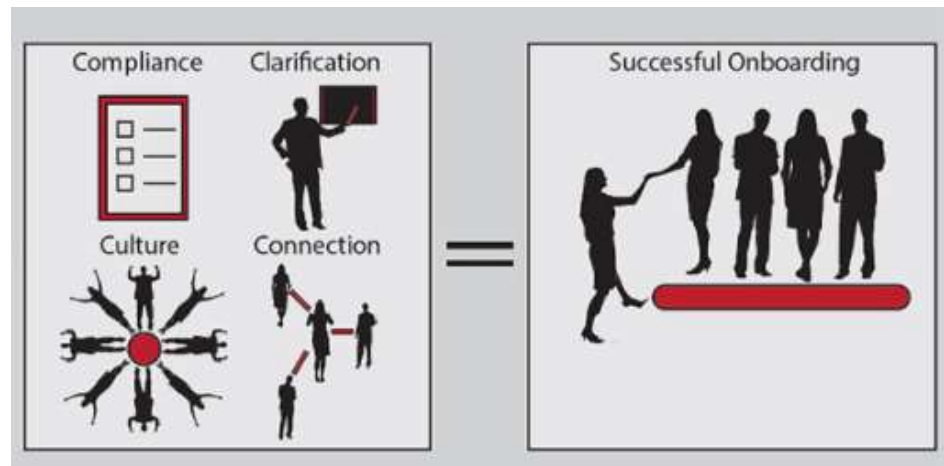
1. Clarity on Role and Responsibility
2. KRA's and KPI's should be linked and in-sync with organization goals
3. Candidate should be well versed with the organization code of conduct

It is very important to set expectations right from the beginning. So, why to wait for a new hire to onboard when the expectation setting process can begin from the day he accepts the offer.

## **Absence of 4C's result into poor practices of HR Process**

- Taking new hires through a presentation about your organization during induction and telling them, "Get back to us in case of any queries" or "Go through the company website", is not at all ideal. Believe it or not, 37% of organizations don't have any onboarding mechanism in place. Induction is only a single aspect of onboarding that is often wrongly treated as a substitute for a comprehensive onboarding. Irrespective of what stage they are at in their career, onboarding them successfully is bound to create an environment for them to stick around and be successful.
- It is a common belief that huge monetary incentives can motivate new hires to do better. However, as per research, financial prospects play a smaller role in new hire productivity than lack appreciation, lack of career growth, organizational instability and job expectation mismatch. If we set out to solve the productivity problem, there are other things to be looked at first.
- Putting a new hire's job under constant scrutiny is also not a solution. They often need to be given the space to learn and grow into their new role. Constantly

asking them for reports is overwhelming and even demoralizing for the new hire if they are not able to perform. Rather than a constant analysis of their daily job, giving them a sustainable plan for their growth is bound to yield better results.



## Covenants of Onboarding

Digital Onboarding can be leveraged to enable new hire productivity by aggregating a successful culmination of HR Success metrics like employee experience, employee engagement and new hire's time to productivity. **With the technology shift, onboarding has taken a step towards automation.** It is now changing into a rather more successful and time and cost effective 'click-boarding' process. It has taken all the paperwork like background verification and form administration, task management, micro-learning, socializing (the buddy concept), and other activities of a new hire to be done by few clicks sitting anywhere all with a screen and an internet connection.

An HR can easily supervise these activities by their control over the new hire's account access, adhering to the government laws and policies, simultaneously paying attention to where the candidate requires their helping hand while keeping their privacy intact. It is statistically proven that new hires that undergo a structured onboarding program are 54% more productive than their counterparts. 76% organizations are looking to enhance the user experience of new hires, managers and Human Resource personnel.

## Here are 5 basic principles of a successful digital Onboarding program

- **Don't delay:** Communicate with and engage the new hire before Day 1.
- **Don't cluster:** Do not delegate all responsibility to an HR. Enable onboarding self-service to enable new hire to learn and interact at their own pace while constantly encouraging them to do so.

- **Clarify and Communicate:** Deliver an equitable and personalized onboarding program. Allow manager interaction before joining. Set milestones and track them to measure the success of onboarding.
- **Make Onboarding Fun:** Gamify task completion and learning outcomes, utilize the L&D Trend of Micro Learning to provide information as snippets to the new hire instead of bombarding them with it. Personalize and say hello with a video (45% of mobile traffic is driven from video).
- **Be the ideal match-maker, in office:** Allow communication with shadow mentors and peers. Set up calendared meetings, review meetings on a digital calendar and enable them to be efficient in their role quicker and to a larger extent.

**We've put together some tips for onboarding and welcoming new employees into a remote work environment to ensure they are set up for success and feel like part of the team.**

1. **Virtual Introduction:** Welcoming a new employee is essential, and technology allows us to do so without having to coordinate agendas or travel. Thanks to videoconferencing platforms from hiring till nurturing by virtually walk them through the office, introducing various team members. Have co-workers welcome them to make them feel like they are also part of the family. This prevents new hires from feeling isolated and uninvolved. It is important to enable real time communication via chats and instant messages.
2. **Inculcate Culture:** Virtual employees rarely step foot in the corporate office. Culture is just as important in onboarding as day-to-day responsibilities. Pairing remote employees with an "on-site" team member is the best practice to opening the lines of communication. Team members can ensure that virtual employees are well aware of the workflow, organizational values, business goals and performance expectations. When employees feel connected to the culture, they are more willing to work harder and feel as though they are making an impact.
3. **Assign a Virtual Onboarding Buddy to Assist the New Hire in Transitioning into the Workplace:** It's common for large organizations with many employees to assign a company representative to assist a specific client. But this can work for any sized firm as well in terms of virtual onboarding new employees. Just like an assigned representative who is familiar with the client, an "onboarding buddy" direct-contact employee has a better understanding of what a new hire is going through. If there are repeat issues, they can hone in on the problem.



and lessen the frustration. For the new hire, they'll form a connection to your company faster, and this might make them feel less remote.

4. **Gamify your onboarding programs to engage new hire:** Gamification is a process where engagement strategies incorporate game-based elements – for example, point-scoring, competitions or rewards – as a way of encouraging team members to be actively engaged in the workplace. It's designed to capitalize on human psychological factors that see them become competitive with one another and, in doing so, they will display drive and a willingness to learn and improve. *According to the 2019 Gamification at Work Survey by Talent LMS, 89% of employees said Gamification made them feel more productive, while 88% said it made them feel happier at work.*
5. **Feedbacks and survey to track new hire report:** It's easy to neglect the effectiveness of the program once it's implemented. By regularly collecting feedback from remote new hires, you can improve and adjust to program to ensure that they have a good start at your company. Once virtual employees have been on the job for a while, get in touch with them and review any concerns they may have. With technology today, there is no reason for remote employees to feel unwelcomed by the organization. It's vital to make their first encounters with the company positive and memorable, even if they are miles away.



## How MyJoining can help

MyJoining is an HR Automation platform that creates a comprehensive employee experience for the new hire, from the time of acceptance of offer letter to the end of the onboarding phase. It takes into account all different aspects of employee onboarding and focuses on the following KPIs to help HR Leaders get the best out of their time, efforts and personnel. The KPIs are:

- 1) Cost of Onboarding an employee
- 2) Employee Productivity
- 3) Employee Experience
- 4) No-show rate
- 5) Employee Retention
- 6) Employer Branding

You can download the [ROI Calculator](#) to check the return on investment your organization can achieve by digitizing HR Onboarding with MyJoining.

Already feel confident? [Request A Demo](#). No questions asked.

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