

HR Guide: 6 Effective Ways To Improve Employee Experience



Introduction

Trendy employee experience can be one of the major aspects of onboarding that helps new hires achieve milestones in corporate. However, employers and HR Community alike are not very much familiar with this term. Employee experience is the encapsulated feeling that emerges while working at an organization especially during the time of onboarding and based on an employee's observations. It is the view of the relationship between the individual and the organization. The journey of creating employee experience starts from the time of interviewing and onboarding the candidates. Employee experience is not static. It is important for organizations to focus on employee experience to create a journey for the employee that not only makes work feel like their second home but also drives improvement in key HR metrics such as engagement, retention and productivity.

Why Employee Experience

Gallup's State of the American Workplace report found that companies with highly engaged employees experience 17% higher productivity, 20% higher sales, and 21% higher profitability, among many other positive metrics. The candidates engaged in various tasks and are provided a great experience by the organizations make them feel connected, welcomed and more confident to join the organization with enthusiasm. It is found in various researches that companies focusing on providing a great onboarding experience inspire the employees to work harder. Richard Branson, the founder of the Virgin Group, once quoted that "Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients." So it proves that employee experience in an organization is correlated with the success of achieving business goals.

Candidates join the organization with a lot of expectations and dreams. Their compensation is one small element considered by the employees but the environment and behavior in the organization are the major elements impacting the individual's mindset. As per the famous Aberdeen research, "91% of the newly hired employees take the decision to be in the organization for the long term during the 1st year." So, it is believed by many employers in that creating a viewpoint that allows employee experience to come first and foster a positive first impression on the new hire's mind.

The demand for talent currently exceeds the supply, making it incredibly easy for your employees to find another role and leave your organization. They can apply for a new job within a few clicks of a button, and may be receiving cold outreach from recruiters. They can also easily learn what it's like to work for another company by reading Glassdoor reviews or networking with the company's employees on LinkedIn. Without a strong employee experience, your company's talent will dwindle as people leave for other opportunities and you struggle to backfill vacated

positions. The good news -- you can get ahead of retention woes, and begin the employee experience on the right foot, by providing great employee preboarding.

Cost of ignoring employee experience

An organization can lose as much as 25% of its employees within 1 year and 20% of staff turnover happens within the first 45 days. This is a very telling fact as almost one-third of digital executives feel that the onboarding that they experienced was poor. Turnover occurs due to a plethora of reasons and until conscious efforts are made in the direction of solving these problems, organizations will continue to lose capital.

A negative employee experience can lead to high attrition rate in the organization. Employees leaving is often attributed to them having better financial prospects but that is only one of the many factors that influences a employee's decision to stay at an organization.

\$3000-\$18000 is the cost of replacing an average employee and HALF of all senior hires fail at their new role within 18 months of accepting their new position. These are both telling facts that give a rough idea of how much an organization can lose if attrition is a constant occurrence for them.

Here are some of the reasons why employees decide to quit their current organization. These factors become even more telling when employee experience is poor and the employees don't feel connected to their colleagues and company.

1. Better Financial Prospects

Financial prospects such as a hike in salary is one of the major reasons why organizations experience high attrition. One major reason for this is hiring a large number of minimum-wage employees or a large number of entry-level employees. These are the employees that don't last very long in organizations and hence, for an organization that is looking to reduce attrition, hiring of such employees should be done in moderation.

2. Lack of A Career Path/Growth Opportunities

Employees don't want to stick around in their organizations if their job feels like a dead-end. They often want to know what the next few years holds for them in terms of growing in status and financially. This is specially the case with top-notch talent whose skills ensure they are never short of offers. Retaining these people and keeping them satisfied and connected to the organization is of paramount importance.

3. Lack of Mentorship

35% organizations don't make any investment on onboarding. Overwhelming the new hire with details on Day 1 and rushing them through the induction process can be detrimental. There is also a dearth of time that is devoted to them by their managers and leadership which often makes these new hire re-evaluate their decision of joining the organization. This is why 40% of turnover happens in the first 90 days of joining.

4. Organizational Instability and Disconnect

A topsy-turvy environment in an organization can prove to be detrimental for the turnover scenario. Unstable management, job-related dissatisfaction and regular departure of employees can lead to employees second guessing their decision to join.

New hires can also feel a disconnect to the organizations if all they are doing is 'clocking in'. It is crucial that organizations gives the employees latitude to express themselves and get everyone involved and in-sync with organizational goals and vision.

5. Feeling Undervalued & Inability To Be Productive

A majority of employees feel undervalued at their workplace. Recognition is not always financial in nature and an employee can always be appreciated through positive engagement. This need for appreciation at the workplace is even more pressing in Millennials (born between 1982-2000). Appreciation can be through actively following a schedule for their onboarding & letting them know that they are valued. Concepts like gamification and regular review & feedback meetings are of paramount importance.

It is also crucial that employees are enabled to be productive. Working at a new workplace is a daunting task. Everything is new: co-workers, office environment, role, managers, leadership and even the location of the cafeteria! Providing utmost clarity to the employee and not letting them work in silos is crucial to ensuring their productivity at work. It is equally important to have a set calendar for their onboarding and easing them into the organization rather than isolating them after the induction process.

6. Job Expectation Mismatch

There is often a huge mismatch in terms of the expected expectations at a job and the reality of the job. Miscommunication in the phase of the acceptance of the offer letter and the first day of joining is a common occurrence and nobody can really be blamed here. Initiative has to be taken by companies to ensure that the right message is conveyed with respect to the new hire's role in the organization. Setting clear goals and milestones is a positive step that can be taken to ensure that the new hire feels that

expectations are being met in tandem with what was promised. If there is an expectation mismatch, the new hire is unlikely to stick around.

To-Do List for a positive employee Experience

The first day of the new hire should be very simple, relaxed and focused on creating a great employee experience. To make sure that your organization is on the right path, here are some best practices to follow:

1. Plan and organize candidate's first day of onboarding

In this corporate world, many of the candidates accept the offer letter but they never turn up on the day of the joining. To avoid such situation employers should make a connect with the new hires before the date of joining. Engage them to acquaint them to organization's history, culture, leaders and policies. Take them through the finer nuances of the organization and build an employee experience that makes them feel they already know the organization when they step into the office on their first day.

2. Office assets should be equipped for day 1

Once the candidate has to wait for the assets that are to be allocated to him, it creates a negative impact and a employee experience. Companies should keep all the office assets ready for the candidate so that they can focus on other important aspects such as colleague interaction and understanding their work. It portrays the organization as a professional one even increases the work productivity of the new hire. Asset allocation, when delayed, can create a frustrating experience for the new hire and make him/her nervous when they actually get to work.

3. Introduce new hires to the buddies and the leaders

Every teammate or manager of a new hire is likely to be busy with their own work on their first day of joining. So, if the new hire candidate is introduced to their buddies before their first day of joining, it creates a positive impact on the candidate as he feels welcome and valued.

On the contrary, no or minimal interaction with the new hires can have a very negative impact on the new hire and adversely affect their employee experience. They are already leaving the comfort of their organizations or home, and to abandon is the worst possible thing that can happen to them. The consequences can be as adverse as them re-evaluating their decision to join a particular organization.

4. Showcase the new hires the company tour

If a video of company tour is shared with candidate before joining the organization, then he is aware about the culture of the organization and feels confident to join the organization. Company tours in form of videos are more compelling and create an impression of positive experience.

5. Provide a structured plan to new hires

Put yourself in the shoes of an employee who is entering an organization for the first time. In most cases, you would be a nervous wreck. What adds to the anxiety is that the new recruit is completely oblivious to how the organization functions. To be comfortable and to perform to the best of their ability, they need to be acquainted with the organization's people, values and culture. And, what better time to start this journey than just after they have accepted the offer. During the Interview stage, they have impressed you and now it is your turn to make the right first impression.

Does your organization is providing new hires a structured plan for success. Employers believe that a structured plan motivates new hires to work productively as they feel that the organization is worried about their success.

6. Automated solution for documentation

Getting finished with the documentation before day 1 creates an amazing first day for the new hire. It is a relief not only for the candidate but even for the HR function of the organization. Valuable time is saved and utilized instead for something very productive. The cost of getting done with documentation, compiling and reconciling it, and making the entries manually into the system can be a huge load for the new hire and the HR alike. An automated solution for onboarding the new hire builds the employer branding for the organization simultaneously creating a great employee experience. As per the Aberdeen research, it is found that 91% of employees were retained in companies with standardized onboarding as compared to 30% of employees at laggard organizations with unstructured or no onboarding in place. The employers can solve the major problems of retention and high cost of onboarding by making a simple move towards HR Documentation Automation.

Especially in today's scenario of a candidate-driven hiring panorama, you need to make sure you're doing all you can to hold the new hires you've labored so tough to recruit. It's worth taking the time to make certain you have an onboarding approach that prioritizes the new employee experience and builds engagement. A lot of organizations historically have focused only on one aspect of organizational change and that is culture. This is how employees feel when they are inside of an organization, the vibe that they get the organizational structure, leadership style,

compensation and benefits, etc. While culture is a part of the employee experience, it is only a third. Only a comprehensive onboarding program that focuses on all aspects of a new hire's enablement cycle can create an onboarding experience that makes the organization the new hire's second home.

Conclusion

Employee experience can be an overpowering influence in the journey of a new hire that should not be ignored. It enables higher productivity and engagement, while creating a greater probability of retention over a sustained period of time. A smooth and positive employee experience wins you the loyalty of the new hire which results in thousands of dollars of savings in recruitment costs.

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.

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