



Employee Engagement

The Key To Your Business's Success



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-  1. Why Business' Need To Care About Employee Engagement pg. 2

-  2. Is the "Google" Approach to Engagement the Most Effective pg. 5

-  3. Poor Engagement? Check Your Portal pg. 6

-  4. How an Employee Portal Can Impact Engagement pg. 9

-  5. How a Veriday Portal Can Transform Your Business pg. 13

Why Business' Need To Care About Employee Engagement

Employees who come into work just to get a paycheck differ significantly from employees who are committed to your business and its growth.

Just because your employees have a job, you shouldn't assume they're automatically happy. And yes, if you want your business to thrive, then having happy, engaged employees is vital. When employees are highly engaged, productivity will improve, as will innovation. You will see higher levels of collaboration and people will put in more effort to ensure operations run smoothly and your customers keep returning.

It might seem obvious that if your employees are engaged, your business will benefit significantly. However, studies show that many entrepreneurs and executives don't realize precisely how important engagement is. Only 16% of American employees are actively engaged, while 51% are actively disengaged, says Gallup's 2017 State of the American Workplace study. These figures make it clear that many companies don't realize how important it is to

ensure employee engagement. There is also a big disconnect between employers and the workforce, evidenced by the fact that 89% of employers believe employees take a job at another company for more money when only 12% actually switch jobs for that reason.

Only 16% of American employees are actively engaged.

So, let's take a closer look at some of the most important benefits of a highly engaged workforce.

Why Business' Need To Care About Employee Engagement

3 Engaged Employees Save You Money

When employees are engaged, they are less of a flight risk. This isn't a small thing considering that 56% of employees plan to actively seek a new job within the next 6 months, according to PayScale.

Now, you might say that you can hire someone else, which is probably true. However, it can cost you approximately 33% of that employee's salary to find and train a replacement, says HR Dive. That figure doesn't take into account the lower productivity of the new hire over the duration it takes them to get up to speed. Nor does it take into account the negative impact on the morale of the rest of your employees if you have a high turnover.

Furthermore, disengaged employees cost organizations approximately \$500 billion per year in lost productivity, according to Mental Health America. Conversely, the Workplace Research Foundation states that highly engaged employees are 38% more likely to generate above-average productivity. If your workforce is engaged, you will experience a significant boost in retention rates. These employees also tend to be much more

productive than their disengaged peers. Thus, you'll be saving money on multiple fronts.

Businesses with Engaged Employees Make More Money

Businesses with actively engaged employees generate higher revenues. In fact, according to Aberdeen, organizations with engaged employees not only see a yearly revenue 26% greater than their peers, but their customer loyalty is 233% higher. Additionally, Gallup says that engaged business teams lead to 21% higher profitability, while the Workplace Research Foundation discovered that implementing employee engagement programs can lead to a boost in profits of \$2,400 per employee. Also, organizations with a high level of employee engagement outperform companies with poor engagement by 202% (Dale Carnegie).

So, statistics clearly show if your employees are engaged, your organization will make more money, your profit margins will rise, and you will perform significantly better than your competition.

Why Business' Need To Care About Employee Engagement

What Is Employee Engagement?

We've established that having engaged employees is vital to your business, but what is employee engagement? Does it just mean they are happy? Or is there more to it? Employee engagement is about ensuring that everyone in the organization has the right conditions to inspire and motivate them to do their best each day. It means they are fully committed to the company and achieving its goals.

Engaged employees are emotionally committed to the organization and want to see it achieve its goals. They will give their all to contribute to those goals being met. They care about the company they work for and take pride in the work they do. They aren't there just to get paid, or as a stepping stone to a better job in another organization. They are there for the company and will put in all their effort to make it the best it can be.

\$500 Billion in productivity is lost every year by disengaged employees.

Is the “Google” Approach to Engagement the Most Effective?

Google and Facebook have long been famous for all the awesome freebies they offer their employees in a bid to create an outstanding work environment. Everything seems to be on offer, from free food to bean bag chairs, and, of course, open concept offices so everyone can interact.

This approach does work and helps to improve engagement (though not as much as you might think – there’s always the risk people will think you’re trying to keep them at work as long as possible), but it would have never been effective if employees didn’t have the right technology to work effectively in the first place.

According to Deloitte’s Talent 2020 series, an essential aspect of increasing engagement is doing meaningful work. The report stated that 42% of people looking for a new place to work were doing so because their job didn’t require them to use their skills and abilities to the fullest. Another issue was lack of challenge in their jobs.

In other words, employees will never be engaged if they spend most of their time doing “busy” work that could be significantly streamlined using the right technology.

However, by streamlining people’s jobs using something like an employee portal, for example, you will allow them to focus more on meaningful work. The benefit? According to the same series, 79% of employees at the start of their career would take a pay cut if it means their job allowed them to focus on doing meaningful work.

Poor Engagement? Check Your Portal

So, you can see the value of employee engagement. But what if you've thrown everything you've got at improving engagement, including the kitchen sink, but haven't seen any substantial improvements? In fact, your employees are becoming increasingly disengaged. And you have no idea why.

One area to look at is your employee portal. According to Gartner, 40% of portal initiatives don't garner sufficient adoption to achieve a return on investment, while 10% to 15% of portal initiatives are completely scrapped. That's a lot of employee portals that are not delivering.

The problem is that the failure of existing portals can negatively impact employee engagement. Let's take a look at how.

Portals Should Make Life Easier

In theory, an employee portal should make life easier for your workers. However, many legacy systems don't deliver.

Some were designed and funded a long time ago, with no further investment, resulting in a system that is slow and dated. Others have limited features and don't take into account the whole employee journey. Yet others have evolved over the years into monstrosities that are slow, rigid, and a complete mess.

Now, consider your employees have to deal with such an outdated portal on a daily basis. You know how you get annoyed when you have to wait an extra second for a webpage to load? Imagine how your employees feel when they have to wait what seems like forever to complete a single task. It's definitely annoying and frustrating. Another problem is with company-wide portals that have been designed with the focus placed on a single department, but everyone in the company is expected to use it.

In these cases, it might be difficult for other departments to find the information they need because they work differently to the department the focus has been placed on, making the whole process inefficient. Then you have to consider that the needs

Poor Engagement? Check Your Portal

of your departments will evolve, and if your legacy, single-focus portal can't be adapted accordingly, you will end up with a horrendous user experience.

What's worse is that, in both cases, you are sending your employees the wrong message, namely that you don't care about them. You aren't willing to invest in a new system. You aren't willing to do anything to make life easier for them, even though it will also improve your business' bottom line too. You aren't even willing to listen to why the system needs to be changed. And that message will definitely lead to a drop in employee engagement.

So, if your employee portal is a rigid, sluggish monstrosity, or has a single-department focus, you might want to consider overhauling it. As soon as possible.

Non-Existant Employee Portals Can Cause Just as Many Issues

If you don't have an employee portal at all, you might be feeling pretty relaxed at the moment. At least you aren't making life harder for your employees, right? It has to count for something. Well, it does, but not in the way that you'd expect.

A legacy portal might cause problems, but at least it exists. If you have no portal at all, your employees have to deal with even more issues because they have to handle a large number of routine tasks manually. And there's nothing that kills employee engagement like having to do the same thing over and over again, especially when you know it could be done in a few minutes instead of a few hours.

Plus, let's not forget how much productivity and efficiency will suffer when your data and processes are scattered across applications, servers, offline storage, cloud storage, email and so on. Data could be stored, for example, in different Excel files, on different people's computers and accounts, making it extremely difficult to find the information you need. Centralizing it all into something useful is out of the question. It would be practically impossible.

In essence, you end up with virtually no oversight and very little control over your data and processes. This also makes siloing an even bigger issue, because you tacitly support the approach by not doing anything about it. It can lead to misunderstandings and many other problems that can negatively impact your bottom line.

Poor Engagement? Check Your Portal

So, having no portal at all sends an even worse message, namely that you really can't be bothered to make life easier for your employees, but also to make sure your business thrives.

Streamlining all these repetitive tasks and providing a platform for your employees to communicate more easily will improve their efficiency significantly and boost your company's bottom line.

So when you don't do anything about it, what employees will see is someone who doesn't care about building and/or improving their business, which is going to have a significantly adverse effect on morale. After all, if you don't care about your business, how can you be expected to care about your employees? While we understand that this is not the case and you care very much about your business, it's not the message you are sending your employees, unfortunately.

Imagine how your employees feel when they have to wait what seems like forever to complete a single task.

How an Employee Portal Can Impact Engagement

An employee portal can boost employee engagement significantly if it's done right. It won't happen right away and there will be obstacles to overcome, but it will happen and the results will be more than worth it. Let's take a look at exactly how an employee portal will boost engagement.

Access to Information and Reducing Friction

While engaged employees are also productive employees, the reverse isn't always true. A productive employee doesn't necessarily have to be engaged. He or she will get work done, but they won't have that can-do, proactive attitude of an engaged employee. However, engagement will increase when employees have access to the information and tools they need, when they need them.

According to McKinsey, employees spend 19% of the average workweek searching for and gathering information or tracking down colleagues to help with specific tasks.

As you can see, information is critical to productivity, but making your employees hunt down what they need is not conducive to engagement, especially when they're wasting a fifth of their week trying to find what they need. It says that you aren't really interested in making their jobs easier and allowing them to focus on meaningful work. It also creates a divide between the leaders and employees of the organization, which has an even greater negative impact on engagement.

For example, let's take a customer service representative. For someone in this position, meaningful work would likely represent solving real problems for customers.

Conversely, having to dig up information on the customer in question – either by checking with other departments or even wasting time questioning the customer – is a waste of time and qualifies as “busy” work.

How an Employee Portal Can Impact Engagement

An employee portal would eliminate this issue by ensuring employees have access to all the information they need at the click of a button. This will free them up to focus on meaningful work, such as providing an amazing customer experience.

So, while an employee portal can provide access to information, you also have to consider how much access to provide. You might be tempted to allow everyone to access everything. If your employees have access to all the information available and the entire system, no matter how complex, then you are creating value for them, right?

Well, not really. Every employee doesn't need access to everything. In fact, it can make their life more difficult because they have to slog through tons of data to find what they need. A more effective approach is to either implement a robust search function or to assign permissions based on needs. The latter approach can, of course, change with time.

Improved Communication

Effective communication is vital in the workplace. It improves productivity but also engagement by streamlining tasks and

processes but also by creating a connection between employees.

According to McKinsey, organizations with connected employees show an improvement in productivity between 20% and 25%. Furthermore, Gallup says that 63% of women who strongly agree they have a best friend at work are more than twice as likely to be engaged compared to 29% of women who said differently.

So, when you provide your employees with an effective means of communication, you are helping them forge powerful relationships that will improve their engagement significantly. Furthermore, you will also increase their productivity thanks to:

- Fewer misunderstandings
- Increased confidence in completing tasks effectively
- Improved working relationships
- Increased accountability between employees leading to better outcomes
- Clear direction

How an Employee Portal Can Impact Engagement

Better Management Communication

A great manager makes for fantastic employee engagement. In fact, according to Gallup, managers account for a minimum of 70% of the variance in employee engagement scores, which in turn is responsible for low employee engagement. Even more interesting is the fact that 75% of the people who voluntarily quit their jobs aren't leaving their jobs, but trying to get away from their bosses. And communication is an essential part of being a great manager. Lack of communication creates an "us" versus "them" mindset, which leads to disengagement.

An employee portal can help immeasurably as it makes it much easier for managers to communicate with employees regularly. Staff will feel valued as a result, and the easier they feel it is to communicate with their manager, the better morale will be.

A Single Workplace Makes Life So Much Easier

Switching from one app to another, from one email to another, is time-consuming and annoying for any employee. This

break in concentration affects productivity significantly, especially since it takes a while to get back into the "groove."

When you consolidate all the information and tools in one place, you'll improve the efficiency of your employees, but they'll also be happier and less stressed. There's nothing worse than ending the day only to realize you've barely gotten any work done. However, when the day closes and an employee feels they've been productive and are happy with their accomplishments, it significantly boosts morale.

Easier to Obtain Employee Feedback

An employee portal not only makes it easier to obtain feedback from your staff but also encourages them to provide it thanks to the various tools available.

Encouraging employee feedback is vital to engagement because if your staff feel they can't give their opinion or effect improvements, they could start to withdraw and lose their focus. After all, it's difficult to be happy when working for a company that doesn't care about your opinion or ideas.

How an Employee Portal Can Impact Engagement

However, with an employee portal, you can regularly ask for feedback using a variety of tools from forums to surveys. And the more regularly you ask for feedback, the better. It will make employees feel valued and engaged. Just make sure to act on relevant suggestions and opinions.

A Great Way to Acknowledge Employee Achievements

Employee recognition is an essential component of engagement. Thus, 70% of employees say that motivation and morale would improve significantly if managers said thank you more. Furthermore, the more often an employee is recognized, the happier they are at work, as 75% of employees who were recognized monthly stated they were satisfied with their job, while 85% of those recognized weekly said the same thing.

An employee portal provides an excellent platform to acknowledge employee achievements in front of the whole company, which will significantly improve morale. People like feeling appreciated, and if you do so on a regular basis, it will translate into better engagement levels.

**Employees spend
19% of the
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How a Veriday Employee Portal Can Transform Your Business

Veriday is a digital marketing and technology company dedicated to helping you boost employee productivity and engagement by designing and implementing an outstanding employee portal tailored to your company's needs.

We will work alongside you from the discovery phase all the way through to deployment and employee training to ensure the best possible outcomes for your business and employees.

To support us in the delivery of the outstanding solutions we have become reputed for, we partnered with Liferay, one of the best platforms on the market.

Why Liferay?

At Veriday, we use Liferay to design and implement employee portals and have been doing so since 2005. We are one of Liferay's strongest partners because we truly believe it is the most effective platform across the board, allowing us to create solutions for all types and sizes of businesses.

No matter how complex or simple the requirements, Liferay always delivers superbly.

In fact, Gartner routinely ranks Liferay at the top of their "Critical Capabilities of Horizontal Portals" ranking, stating: "Liferay excels in the portal as common architecture use case, and it exceeds the requirements for leading-edge customers across our other three use cases."

Many companies will often turn to a solution simply because it's been touted as being the best overall option and due to brand recognition. This is an approach that doesn't work, especially when it comes to employee portals. An employee portal has to integrate effectively with existing systems, and its use must be optimized. Thus, the right platform will improve digital engagement but also provide a solution that works for the existing environment.

This means that companies need to first look at all the engagements taking place in the organization. For example, with employees, you have to check how they engage with the company and what systems they currently use

How a Veriday Portal Can Transform Your Business

to complete their work. Then there are the social and collaborative aspects, as employees also engage with other employees.

Liferay works incredibly well because it allows companies to augment by using out-the-box Liferay features, but it can also be integrated with existing solutions. The result is an employee portal that allows employees to be more efficient in the performance of their daily tasks. Thus, once you've implemented a Liferay employee portal designed by Veriday, you will discover your employees are more:

- Strategic
- Productive
- Collaborative
- Engaged

This will lead to a reduction in operating costs, while also freeing up time for you and your employees to spend on more strategic, revenue-generating activities.

Why Choose Veriday?

When you work with Veriday, we will design an employee portal from the ground up that will meet your requirements and exceed your expectations. Our team has a vast amount of experience designing solutions for companies in a wide range of industries. This

experience gives us a unique perspective and understanding of employee portals, allowing us to develop the most efficient solutions for your company's needs. We understand employee portals and we have the experience and expertise to work with you in developing the best solutions for your needs.

A portal must integrate with existing systems. This will improve digital engagement and provide a solution that works for the existing environment.

How a Veriday Portal Can Transform Your Business

What to Expect When Working with Veriday?

We will determine what the existing environment is and then we can start working towards creating a system that will offer you the results you're looking for. Thus, we will ensure that your new software foundation allows for:

- The enablement of a best-in-class digital experience
- Desktop, mobile, in-office and remote access capabilities
- Personalization and social enablement
- Improved system integration
- Enhanced and dynamic search capabilities
- Advanced analytics
- The ability to leverage, enhance and protect a company's employee investment.

At Veriday, we understand that an employee portal has to be so much more than a portal. It needs to offer an outstanding digital experience to effectively streamline processes, significantly improve employee engagement, and to ensure a good adoption rate.

We also take into account the need employees have to socialize, which is why we incorporate a variety of communication channels, resulting in higher engagement and better collaboration.

Veriday employee portals also have the capability to effectively integrate all the tools your employees use in one central location, improving the efficiency and productivity of your staff. They'll also be much happier that they no longer have to deal with multiple systems. We also ensure that information is easily accessible but without overloading employees with unnecessary information. We do this either through robust search systems or by allocating permissions, depending on your needs. Last, but certainly not least, with a Veriday portal, analytics will enable you to test and learn, allowing you to significantly improve your portal as your business grows and evolves.

The Benefits of a Veriday Employee Portal

An employee portal will definitely transform your business. The improvement in employee engagement alone will more than offset the investment and will enable your business to grow and generate a much better bottom line.

How a Veriday Portal Can Transform Your Business

However, the fact is that this transformation won't be instant. It will take some time, but working with Veriday will help you speed up the adoption process and see results much faster.

Some of the benefits you can expect include:

- Happier employees as they will have all the tools they need to be more effective at their jobs
- Easier accessibility to data using any device, which means you can offer employees more work flexibility, leading to a significant boost in engagement
- A scalable foundation that will grow and evolve with you, without you having to start from scratch and make a massive investment of time and money
- A foundation that allows for the delivery of new features quickly, streamlining processes and improving efficiency
- ...and much more.

So, if you're ready to start transforming your business by developing and implementing an employee portal that will significantly boost employee engagement, streamline your operations and help you achieve a better bottom line, then contact us now and let's get to work! Remember, the sooner you get started, the faster you will see the outstanding results of implementing a Veriday employee portal.

Learn More.

**Schedule a Free Demo Today at:
veriday.com**

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