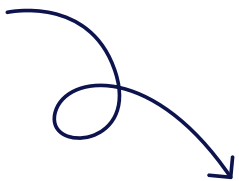


TACKLING TURNOVER

6 Pillars for Improving Frontline Employee Retention



96%

233 / 243 users viewed your update



Russell Guzman
Congrats! [@Emma Park](#) well done! 🥳🌟
2:08 PM

Good Morning, Emma

Time Clock Chat Schedule Directory

✓ Claimed

Russell Guzman gifted you tokens!

1,000

Congratulations Emma, HR team just sent you tokens for completing your onboarding in less than 2 weeks! 🥳🌟

10/20/2022

Love Comment

86 34 Comments

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Introduction

The State of Non-Desk Employee Turnover

Despite the economic slowdown in 2022 potentially disrupting job security, nearly half of employed US workers are actively searching for a job right now, or plan to over the next few months.

Employee turnover is part of the natural life cycle of any company, and yet the impact is even greater on the non-desk workforce. Industries such as retail, healthcare, construction, and a long list others are currently struggling to attract and retain good employees. These sectors already experience communication challenges expressed in the form of low engagement, more demotivated workers, and an ever-growing turnover rate.

Beyond employee turnover being financially expensive, it also takes a toll on other organizational resources: reducing productivity, lowering morale, and damaging the company's reputation.

This report presents 6 vital components that must be addressed within the mobile workforce.





Many of our clients report that 50–70% of employees quit within their first year on the job.



Amir Nehemia
CEO of Connecteam

Top reasons for leaving an employer*

- Improving work-life balance
- Better benefits
- Poor workplace culture

Recent research indicates that a leaving employee typically costs businesses around 33% of their base pay. For the average US non-desk worker that means approximately \$15,000. In 2021, the total cost of turnover for employers exceeded \$700 billion.

Given the expenses of recruiting & training future prospects in addition to the high turnover rates, it would be wise for businesses that rely on non-desk teams to seek out ways to better attract and retain employees.

*excluding compensation

01

A Connected Workforce

In a healthy and efficient organization, managers maintain a direct line of constant communication with all segments of employees, not just to ensure they perform their jobs well, but also to keep them feeling connected to their work environment.

When it comes to non-desk workers in the US, this survey found that 56% felt disconnected from their organization, and 84% felt they didn't get enough direct communication. This lack of communication can increase confusion and lead to more mistakes made on the job, which in turn will lower productivity.

Being cut off will result in employees becoming socially detached, disengaged, and ultimately demotivated. For these reasons precisely, **leaders need to ensure the availability of channels across the organization that enable direct communication** with employees and vice versa.

While emails and group chats may be the tools of choice for most managers, the majority of non-desk employees don't have corporate emails, and most chats are not moderated and as a result flooded with content, making it difficult for vital information to get through.

Poor communication can be a major cause of frustration and turnover. Keeping employees informed on company updates, organizational changes, and decision-making processes can harness them to the business and increase retention.



56%

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84%

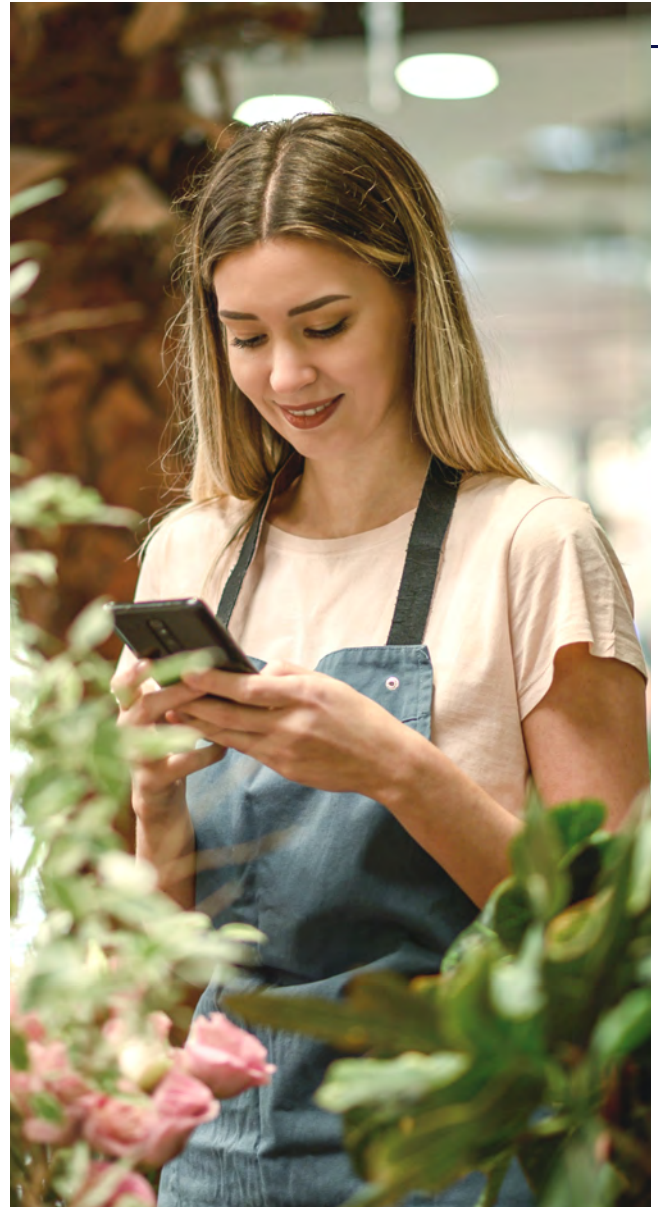
feel they don't get enough direct communication

Improve communication and increase engagement with an internal communication app.

What to do?

Increase the frequency and reach of your messaging by engaging with employees directly on their smartphones.

Find an internal communication app that allows you to securely communicate with your staff in real-time and know exactly who has been informed and when.



02 Employee Wellbeing

Beyond physical wellbeing, a prominent impact the pandemic made on the way we work was the emphasis put on the mental wellness of employees. In this recent survey, 68% of HR leaders rated employee wellbeing and mental health as a top priority.

Employee wellbeing has several factors, including physical, emotional, and social to name a few. Today, there is a growing expectation from non-desk employers to provide tools that can contribute to all of these.

The challenge? **Frontline employees usually don't get the same access to company resources as desk-bound employees**, even if the company has a wellbeing program. One of several solutions to consider is setting up an online library that employees can access at their own convenience, featuring materials dedicated to improving personal health and wellbeing.

Remote work may not be a solution for industries that rely on the presence of their workers in the field, however offering greater flexibility is. Flexible scheduling options are a meaningful benefit for non-desk workers. It can help accommodate a better work-life balance and in turn increase employee satisfaction, which can position employers as more attractive.



68%

of senior HR leaders rated employee wellbeing as a top priority

Improve employee work-life balance with digital wellness solutions tailored for non-desk environments.

What to do?

Today there are many ways to provide employees with access to personalized and relevant wellbeing programs. Digital platforms that increase connectivity and allow flexibility are becoming common, and enable a space where employers can offer tailored wellness services to each and every employee in the field.



03 Upskilling & Growth

Today's modern workforce expects training to go beyond the onboarding process. Gaining new skills is a huge contributor to employee satisfaction. Focus on professional growth and self-development are important value-adding components employees are actively looking for in their jobs.

In this survey, more than 48% agreed that training opportunities were a factor for choosing their current employer, and more than 76% of employees say they are more likely to stay with a company that offers continuous training.

Employees want to be able to grow and develop in their jobs, and if you're not providing these opportunities, they will want to leave. According to this LinkedIn Workplace report, **94% of employees wouldn't have left their company when they did, had they been provided better learning opportunities.**

76%

are likely to stay where offered training



48%

see training opportunities as a factor for choosing an employer



Increase the frequency and availability of employee growth opportunities with digital courses & training.

What to do?

Create your own online knowledge base and skills courses. These allow managers to better engage their employees on the go by making training programs accessible from anywhere.

Providing growth opportunities, professional certifications, and skill development initiatives can allow non-desk workers to feel more invested in their job and organization, and improve their performance.



04 Employee Recognition

It is not uncommon for frontline employees to feel undervalued and underappreciated. A recent survey found that 82% of employed Americans don't feel that their supervisors recognize them enough for their contributions. The same survey also reported that 40% of this group would put more energy into their work if they were recognized more often.

Recognizing an employee for the valuable work they've done can raise their morale and motivate them to continue performing at a high level. This can create a positive feedback loop and increase their likelihood of putting in greater effort in the future in order to be recognized again.

This behavior is contagious and can result in higher levels of productivity for the organization as a whole, in addition to fostering a positive work culture, which can also be attractive to potential candidates.

Encouraging and celebrating accomplishments lets employees feel that their work is valued and important and that they are part of a supportive team, thus making them more likely to be satisfied with their jobs and less likely to experience burnout and look for opportunities elsewhere.



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of employed Americans feel that they're not recognized enough

40%

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A big factor in retaining non-desk workers is recognizing their contributions to the organization.

This action can foster a positive work culture in addition to increasing social interaction and team building.

What to do?

Show appreciation for an employees' hard work, publicly and privately, in order to increase their motivation, productivity, and job satisfaction.



05 Rewarding Excellence

Creating a positive work culture where employees feel valued and motivated will help to retain staff. That said, a lack of recognition remains one of the most common reasons for employees to leave an organization.

While social recognition is great, some employees are prone to be more financially driven. You may be thinking 'bonuses', **yet this study suggests that employees will work harder for tangible non-cash incentives.**

Implementing a rewards program has been proven to be a surprisingly cost-effective method to promote a sense of accomplishment and reduce turnover.

Ideally, organizations should provide personalized rewards per employee or achievement, however, a diverse range of demographics and multiple generations can make it difficult to tailor a reward to specific preferences. Bottom line – gift cards.

It is important to communicate to employees the criteria for earning rewards in order to provide a clear understanding of what is expected of them. Rewarding top performers will set an example of that, and push the rest of your workforce to strive for excellence.

Implementing a rewards system can be a simple and cost-effective tool to increase retention, given the reward appeals to the employee.

What to do?

Endorse exceptional work by rewarding employees, starting with your top stars, to set the bar for excellence.



06 Encourage Feedback

Promoting a culture of feedback is important in any organization as it helps to improve cross-level communication, facilitate growth, and increase employee engagement and satisfaction.

By providing an accessible platform to share thoughts and ideas, managers can get a clear understanding of employees' needs and concerns and use this information to make positive changes. This can create a work environment of transparency and collaboration, which in turn will increase trust and loyalty and boost retention.

A great tool to gain insight into employee sentiment is conducting surveys and polls that give managers a better understanding of employee expectations. Lack of feedback, along with a perceived inability to act on any input given, can be disastrous for employee retention. **When it comes to discovering weaknesses and issues, it's best to strike the iron while it's hot.**

A simple and effective solution would be to provide feedback channels to regularly monitor and improve employee satisfaction, as well as overall business performance. Keeping a finger on the pulse of employee sentiment is key to minimizing potential turnover.

Promote a culture that encourages open communication by seeking out and acting on employee feedback to support the overall performance and success of the organization.

What to do?

Create channels to offer direct or anonymous feedback. Make surveys a part of your ongoing strategy to be able to respond to issues before it's too late.



Overview

01 A Connected Workforce

02 Employee Wellbeing

03 Upskilling & Growth

04 Employee Recognition

05 Rewarding Excellence

06 Encourage Feedback

Bottom Line



By implementing these strategies, organizations within industries that employ a mobile workforce can substantially improve employee satisfaction and reduce turnover, ultimately leading to increased productivity and profitability.

The right workforce management platform can substantially impact the engagement and retention of non-desk workers. The key is finding a flexible solution that can be tailored to precisely fit the needs of your business.

About Connecteam

Connecteam was created in order to help businesses of every size improve the way they manage non-desk teams, no matter where they are.

A mobile-first workforce management platform that provides employees and managers the tools and technology to engage, operate, educate, and communicate, without the need for any training or IT for implementation.

Currently operating across over 80 countries worldwide, Connecteam is trusted by more than 36,000 companies and a total of half a million daily active users.

Provided as a service (SaaS), Connecteam's software is ideal for companies eager to reduce turnover and increase engagement and productivity among employees without regular access to a computer or corporate email. Such industries include Healthcare, Food & Beverage, Construction, Retail, Manufacturing, and Hospitality to name a few, accounting for 80% of the global workforce and totaling 2.7 billion people.

connecteam

Communicate, engage, and train your frontline employees with an **all-in-one company app.**

Learn how at connecteam.com

