

WORKSTEP

eBOOK:

# Combat Frontline Turnover With WorkStep RETAIN



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## EMPLOYEE ENGAGEMENT DONE RIGHT

We all know that happy employees result in greater productivity and less turnover, but how do you keep frontline workers satisfied and confident that they're much more than just a cog in the machine?





# ENGAGEMENT IS KEY

Everyone wants to feel valued and respected. And of course, your workforce is no different. But despite your best efforts to foster a positive work experience, if you're not also engaging with your employees, you're flying blind and are left guessing as to the success of your retention strategies.

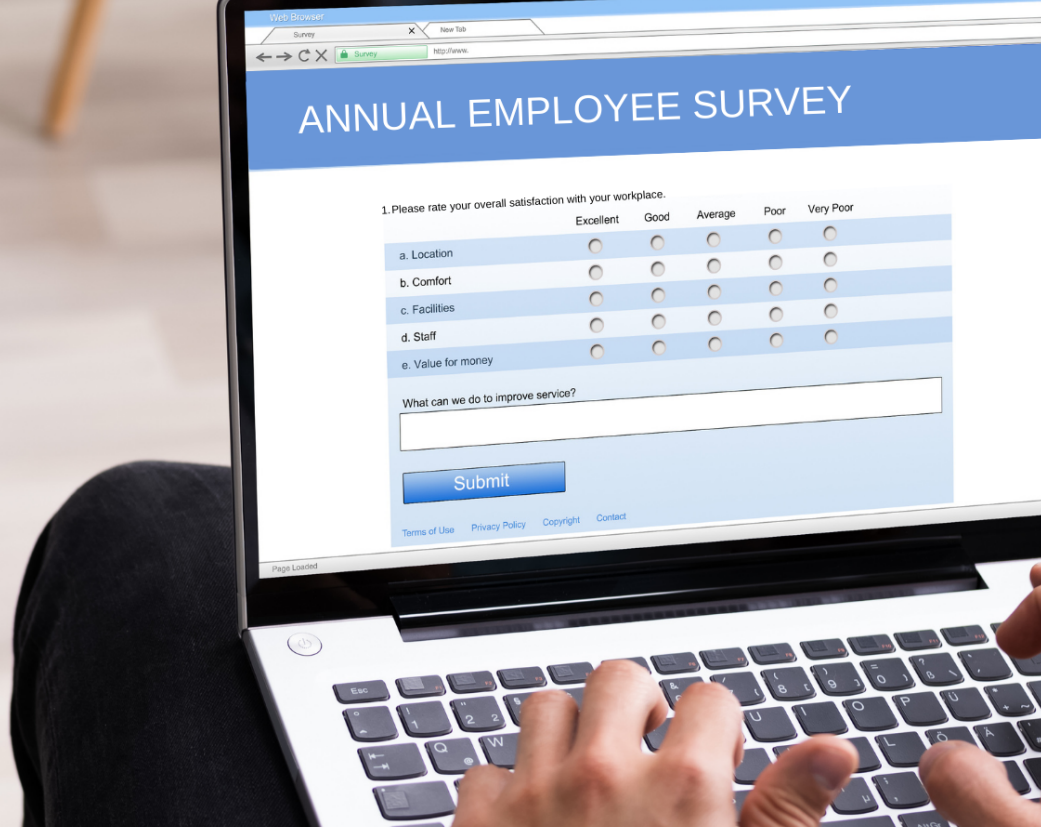
By checking in with employees, and checking in often, you gain actionable insight that you can measure against industry benchmarks to see how you're performing relative to your competitors. Armed with real-time data and feedback, you are empowered to make more informed decisions, yielding increased retention and improved performance.

Not to mention, frontline workers want to be heard. They want to tell you what they want - you just have to ask. Our research indicates that 89% of workers are more likely to stay with their current employer if they feel the company encourages and listens to feedback, 66% want the chance to provide feedback to their employer at least once a month, and 61% don't feel that HQ and HR leadership understand their day-to-day challenges.

They're practically pleading with you to listen - a plea that, frankly, you ignore at your own peril.



# SURVEYS AREN'T ENOUGH



Perhaps you're already conducting employee surveys, and while that's a step in the right direction, the reality is that surveys are often ignored and yield an inefficient workflow.

Creating an employee survey plan is a lengthy process with many stages, consuming time and resources for HR while involving almost every area of your business. And yet they're not always particularly effective either. Employees might get overlooked depending on how their start date coincides with the survey schedule, and managers often have to nag, encourage - or even force - workers to submit responses.

**89% OF WORKERS ARE MORE LIKELY TO STAY WITH THEIR CURRENT EMPLOYER IF THEY FEEL THE COMPANY ENCOURAGES AND LISTENS TO FEEDBACK**

High cost with a low response rate. That doesn't sound like a winning combination, does it? So there must be a better way, right? Absolutely, there is—stop surveying, and start checking in.

Think about it this way, when you're wondering how a friend or family member is doing, you don't send them a survey, you check in. Similarly, employees don't want to fill out complex, cumbersome surveys that take a long time to complete and require deep attention.





## Farewell, Traditional Feedback Methods

The traditional survey and feedback process is broken. Creating just one quarterly or annual employee survey can cost over \$29,000—consuming up to 406 work hours and involving 7 employees or more.

And it can take up to 7 weeks just to get responses, by which point you've already lost some workers at an average cost of \$11,000 per turnover event.

Worse still, your surveys might not even provide the actionable data you need, and since it could be another quarter or half year before the next survey, you'll be lacking for continuous data flow and missing out on shifts in frontline perception.

## WorkStep RETAIN saves you time, money, and resources.

Incorporating a new feedback platform into your employee engagement plan can dramatically improve each step of your process, yielding better efficiency, performance, and cost savings. Perhaps most importantly, you'll be able to check in with your frontline in a more frequent, easier-to-use, and digestible manner that feels natural and is therefore more likely to elicit frictionless responses.

Here's how a modern solution, WorkStep RETAIN will increase engagement while saving you time, and thus money, along each step of the process.



## STEP 1: QUICKER, MORE EFFICIENT PREPARATION

If you're like most supply chain companies, creating employee surveys is a resource-intensive, draining experience.

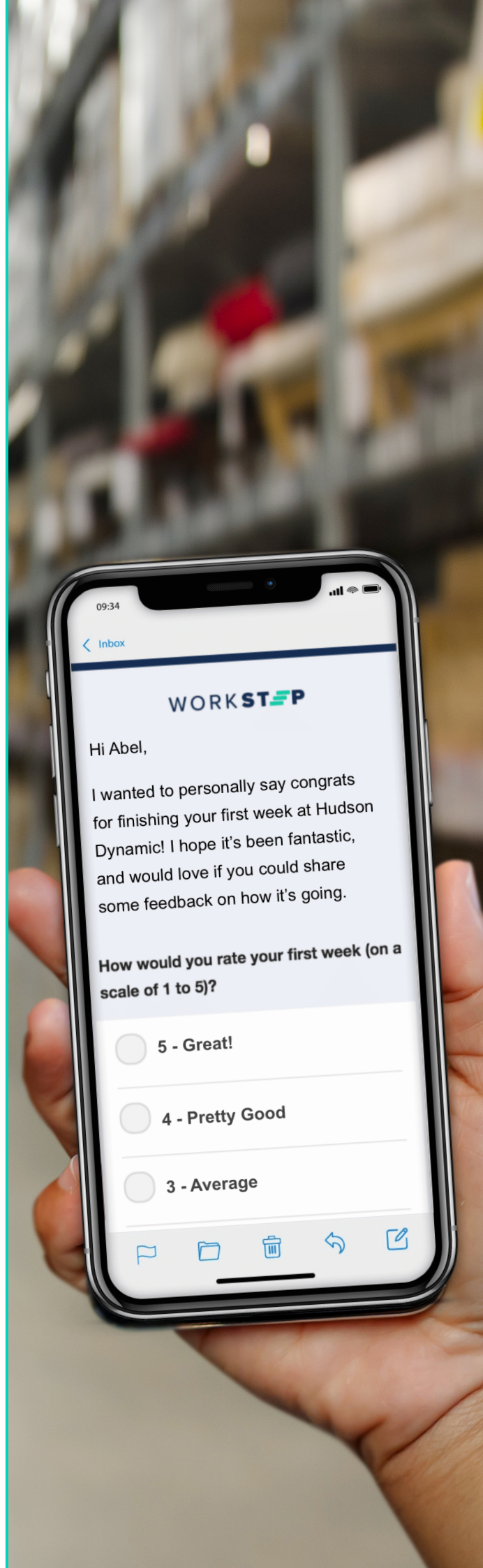
Your process likely kicks off with internal briefing sessions where you spend a considerable amount of time defining KPIs and seeking executive buy-in. Inevitably, follow-up discussions ensue as you iron out details. Your teams spend hours, days, or weeks preparing and testing questions, and then tweaking further based on feedback.

Fortunately, with WorkStep RETAIN, much of this process is streamlined and already crafted for you, with the option to customize as needed.

WorkStep RETAIN comes with pre-defined questions and the ability to customize as needed for specific groups. It offers automatic distribution at key employee milestones, such as work anniversaries and when an employee exits the company, and can be delivered on a recurring basis with predefined and customizable cadences to both SMS and email. Language preferences can be set and increase the likeness that these messages will be opened.

In some ways even KPIs are predefined because WorkStep RETAIN includes a breadth of real-time analytics and benchmarks.

You retain the flexibility of crafting an engagement plan from the ground up but with the benefit of leveraging predefined questions, delivery schedules, and the latest technology to make the process easier, while simultaneously enjoying greater employee participation and data analytics.







## STEP 2: LESS PLANNING, MORE AUTOMATION

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You spend weeks finalizing that carefully crafted survey and then when you finally hit send... crickets.

Despite all your effort and with even the best questionnaires, employee engagement is a challenge via traditional delivery routes. You have to email the questionnaire link and hope employees open the email, read the email, click on the link, and fill out an often cumbersome and lengthy survey.

You have to monitor progress and keep track of who has responded, while encouraging or forcing participation. And you have to send reminder emails to those who haven't responded.

WorkStep RETAIN handles all of this for you, including automated reminders and bite-size check-ins rather than long-winded surveys. Workers are more likely to complete a questionnaire with a user-friendly interface that only requires a few minutes response time. When shopping for a new solution, pay close attention to the interface and overall user experience, from both the perspective of the workers as well as the internal teams executing the engagement plans.

Since frontline workers spend so much time on their feet and so little time at a desk, delivery via email and SMS is essential.

And instant leadership alerts can mitigate turnover by flagging employee responses indicative of high risk for a quit event or other potentially problematic outcome.



## STEP 3: CONTINUOUS FEEDBACK & ANALYSIS IN REAL-TIME

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Engagement is of little value without data aggregation and effective analysis. What's the point of asking someone something if you don't fully understand what their answers really mean?

With traditional approaches, this usually involves manually downloading all the feedback, and then transforming and uploading the data into a system or multiple systems for company-wide access.

You have to consolidate responses, analyze the sometimes disparate datasets, and create actionable reports. Team meetings often follow to discuss results and determine how to interpret the data, suggest workplace change recommendations, and solidify an action plan. And then you have to manually track and monitor the effectiveness of the changes you implemented.

WorkStep RETAIN makes this a painless and instantaneous process so you can focus on what matters: maintaining a healthy workforce and increasing frontline satisfaction by responding proactively.

A centralized feedback repository serves as your database of record for all engagement efforts and can be accessed easily by all departments across all facilities. Your teams will save countless hours otherwise spent organizing, converting, and importing data into platforms accessible across the organization. Rather than limiting access to just HR team members, sharing results with different departments and roles helps to promote transparency and empowers everyone in the company with the necessary insight to implement change and increase retention.

Continuous feedback and on-demand real-time analytics ensure you're able to respond before potential issues blossom into actual problems, and allow you to compare your performance relative to peer companies via industry benchmarks by role, employee type, region, and more.

With WorkStep RETAIN, you can create actions and resolutions within the platform itself, so not only can you quickly analyze data and pinpoint turnover drivers, but you can avoid turnover before it happens, all from one central dashboard. You should seek a platform that seamlessly measures the impact of company, facility, and team initiatives—while highlighting how they contribute to overall satisfaction and retention.



**40% OF EMPLOYEES  
DON'T FEEL THEIR  
FEEDBACK LEADS  
TO CHANGE.**



## **Spend Less Time & Less Money While Boosting Engagement & Retention**

Upgrading to the WorkStep RETAIN check-in platform can dramatically increase engagement, while reducing the time, resources, and cost typically incurred by more traditional methods.

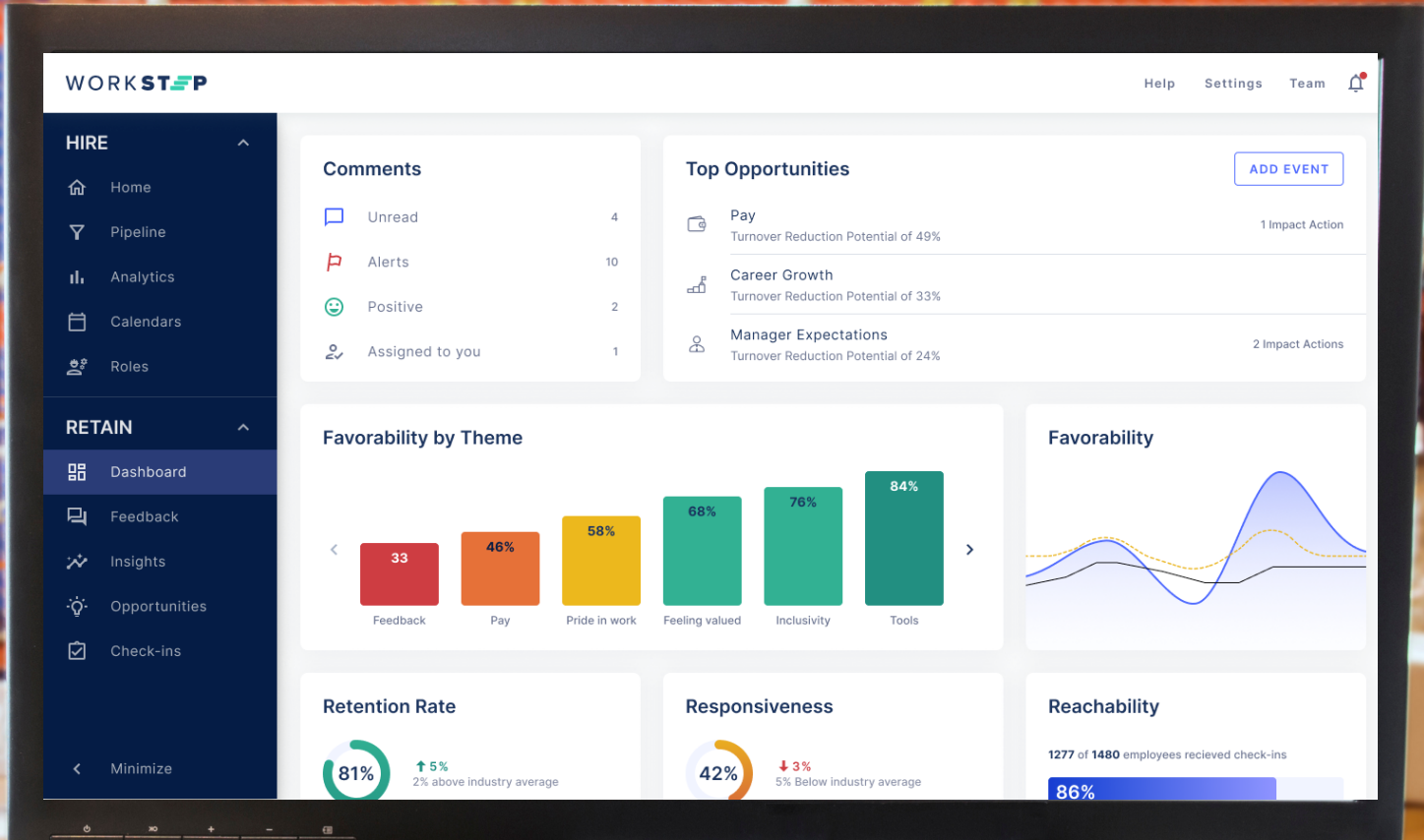
Your team has better things to do than spending hours upon hours designing, developing, and executing questionnaires. With a contemporary solution that enables automatic employee check-ins at key milestones via email and SMS, you'll enjoy increased engagement and spend less time chasing employees for responses. With continuous, real-time actionable data, you can leverage this engagement immediately to affect positive organization change.

Saving time, money, and resources are actually secondary benefits, because increased engagement ultimately translates into lower turnover, which is the holy grail of today's labor market. The right platform will help you reduce the risk of losing frontline employees because when employees feel heard, they are more inclined to stay.

But being heard isn't enough if employee feedback doesn't yield progress—a whopping 40% of employees don't feel their feedback leads to change. Organizations that turn this around and act on engagement will find greater success as their employees will not only be more likely to stay with the organization but will serve as employer brand ambassadors as they tell friends and family how much they love working at your company. Actually, that's the holy grail of today's labor market.







## It's Time to Try WorkStep RETAIN

Learn more at [workstep.com/retain](https://workstep.com/retain)

Save time creating, sending, and managing employee questionnaires with a platform that offers:

- Pre-populated check-in questions written specifically for frontline employees
- Automatic check-ins based on key employee milestones
- Email and SMS delivery in preferred language that leads to increased engagement
- No lag time waiting for responses

And increase retention by receiving actionable, proactive data analytics, insights and alerts in real-time throughout the employment journey.

**Organizations that partner with WorkStep have seen a reduction in turnover of up to 36%.**







# WORKSTEP

**Helping supply chain companies hire  
and retain their frontline workforce.**

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