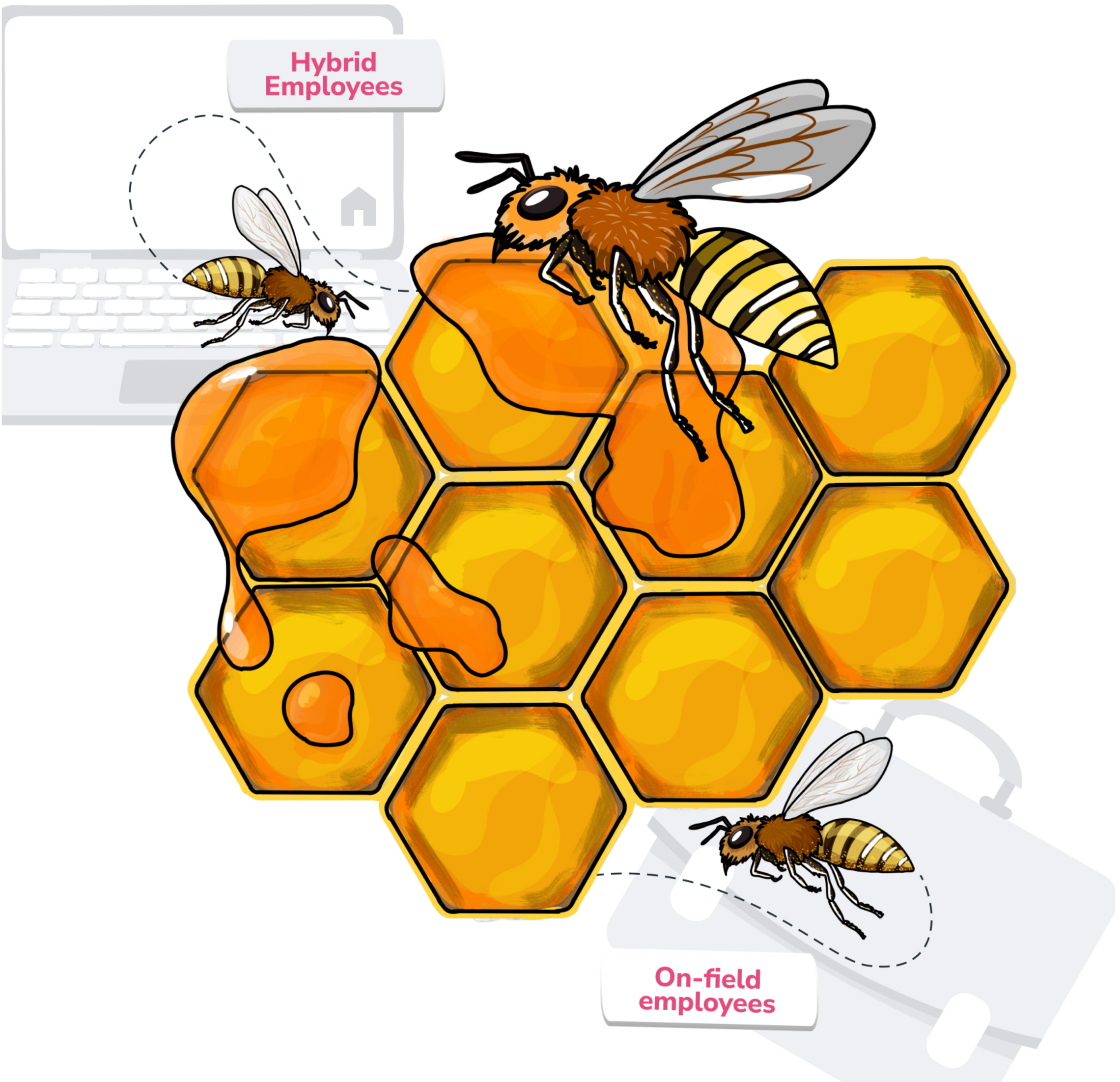
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Decoding HR's impact on engagement in hybrid and on-field roles

How can HR foster a sense of belonging and connection for hybrid and on-field employees?



White Paper

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Table of Contents

1. Introduction — 3
2. The power and purpose behind employee engagement — 4
3. A practical approach to measuring employee engagement — 6
4. The driving forces — 7
5. Overcoming barriers to empower a distributed workforce — 10
6. Champions of engagement: Unpacking the strategies of industry leaders — 12
7. Technology as a catalyst for hybrid employee engagement — 14
8. Keka - Unlocking hybrid engagement through EX — 16
9. The art and science of employee engagement ROI calculation — 24
10. Closing remarks: Shaping tomorrow's engagement strategies — 28

Introduction

In the quest to conquer the competitive marketplace and regardless of which industry a business is operating in, Doug Conant’s words carry huge weight: 'To win in the marketplace, you must first win in the workplace.

However, Gartner’s research paints a startlingly different picture. It says that just 31% of employees are truly engaged and enthused in their roles. This inconsistency highlights the need to better understand and address employee engagement challenges.

In order to win, organizations need to build emotional commitment among employees that transcends a purely transactional mindset. While it is relatively easy for companies whose employees work from the office, it’s considerably challenging for businesses with a scattered workforce and hybrid models.

Richard Branson, the founder of Virgin Group and one of the trailblazing champions of employee empowerment, has famously said, "Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients." This sentiment has become more resonant and relatable as the competition for talent and resources has intensified in the last few years.

While many business leaders might readily share this quote on their LinkedIn profiles, the question remains: how many of them actively take steps to implement it?

Engaged employees do not just fulfill their roles; they bring an unparalleled passion to their work. Employee engagement is the catalyst for productivity, innovation, and a profound sense of belonging. According to Gallup, highly engaged organizations experience a remarkable 21% higher profitability. Moreover, engaged employees mean lower turnover rates, reducing the inflated costs associated with recruitment and training.



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The power and purpose behind employee engagement

In 2018, a Chick-fil-A employee in El Paso, Texas, won hearts by escorting customers to the door during a rainy day. Needless to say, the act went ‘viral’ on the Internet. This incident highlighted the exceptional customer service culture fostered by the company, emphasizing the impact of employee engagement.

The competitive advantage of engagement: How it sets organizations apart

Employee engagement serves as the bedrock of a thriving workplace, connecting organizations and employees through a multitude of benefits:

Enhanced productivity:

Engaged employees are the driving force behind productivity, creating a more efficient and effective organization. This boosts profitability and gives them a competitive edge.

Improved retention:

Engaged employees stay longer with their organizations, reducing turnover costs, enhancing stability, and helping in retaining valuable talent.

Innovation and creativity:

Engagement fosters a culture of innovation, encouraging employees to share ideas and drive continuous improvement, making organizations more adaptable and innovative.

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From rule enforcers to culture curators: HR's transformation in an engaged workforce

A concentrated focus on employee engagement also delivers substantial advantages for the HR function and organizational leaders:



Talent acquisition and retention: A commitment to employee engagement positions organizations as desirable employers. Recruiters find it easier to attract and retain top talent, while executives witness enhanced stability. Attractive organizations with high employee engagement levels experience increased applications and better talent selection.



Employee management: Engaged employees are often self-motivated, reducing the burden on the line managers to drive performance and build motivation. HR professionals can allocate resources more effectively to areas such as skill development and succession planning.



Decision-Making: Engaged employees feel safe in sharing valuable insights and feedback. The leadership can make more informed decisions, benefiting from the frontline perspective of their engaged workforce. Engaged employees contribute to effective decision-making through their contributions and open communication.

The cognitive transformation of engaged employees

The positive impact of engagement on individual employees' well-being and career development cannot be overstated:

Job satisfaction: Engaged employees experience higher levels of job satisfaction, deriving fulfillment from their roles and leading more content professional lives. This satisfaction translates to a sense of well-being that enhances the quality of life within and outside of work.

Career development: Employee engagement often translates into a proactive pursuit of career development. Engaged individuals are more likely to seek opportunities for skill enhancement and career advancement, which, in turn, provides greater job security and personal growth.

The importance of employee engagement extends beyond the abstract; it is a dynamic, real-world force that transforms workplaces into vibrant ecosystems. It is this transformative power that leads organizations to victory against the competition, supported by a dedicated and motivated workforce that benefits both the organization and its individual members.

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A practical approach to measuring employee engagement

To get a complete grasp of employee engagement, it is essential to go beyond its theoretical underpinnings and employ practical means to gauge and enhance it effectively. Multiple techniques and resources exist for measuring employee engagement, equipping HR professionals, executives, and organizations with valuable insights into their workforce's commitment.

Let's take a closer look at how organizations can measure employee engagement effectively:

Surveys and questionnaires: Structured surveys and questionnaires are widely used by businesses as they offer valuable insights into employee sentiments, job satisfaction, and alignment with organizational goals.

One-on-one interviews: Individual interviews allow for in-depth discussions to uncover personal perspectives on engagement, fostering open dialogue between employees and management.

Focus groups: Group discussions create a collaborative atmosphere, encouraging employees to share their experiences and perceptions, leading to a broader understanding of engagement.

Pulse surveys: Short, frequent surveys provide real-time data on engagement levels, enabling organizations to identify trends and address issues promptly.

Now let's explore the tools available for evaluating and quantifying employee engagement:

Employee engagement software: These comprehensive software solutions streamline the survey process, from creation and distribution to results and analysis. They often include benchmarking and reporting features, helping organizations track and enhance engagement systematically.

Feedback platforms: These tools facilitate ongoing communication between employees and their supervisors, fostering continuous improvement in engagement and performance.

Anonymous reporting systems: Anonymous reporting mechanisms offer employees a secure channel to voice their concerns, providing valuable insights into potential obstacles to engagement.

Engagement analytics: Advanced analytics tools assess engagement across various segments, such as departments, teams, and demographics, allowing targeted interventions for improvement.

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Leveraging these methods and tools empowers organizations to uncover profound insights into their workforce's engagement. Beyond mere quantification, this data becomes a compass, guiding organizations towards its enhancement. Measuring employee engagement marks the inaugural step in unveiling its boundless potential and reaping the multitude of rewards it brings for businesses and employees alike.

The driving forces

Understanding what keeps employees engaged involves looking at a mix of factors. LinkedIn's research shows us a way to make our workplaces more engaging.

According to their findings, employees who value learning on the job experience some pretty positive changes. They see a 47% drop in stress, a 39% increase in productivity, a 23% uptick in taking on more tasks, and a 21% boost in confidence and happiness.



This shows how important it is for companies to support a culture of continuous learning and professional growth. When employees have chances to grow personally, it not only helps them reach their own goals but also leads to higher satisfaction, commitment, and engagement. While things like leadership, company culture, communication, and recognition are crucial, there are many other factors playing a role in shaping the engagement experience

Leadership:

You can’t have an engaged workforce unless the leadership itself is determined to invest time in employee engagement. The determination of the top leadership will impact how effectively inspire and motivate their teams. Engaging leadership exhibits:

- **Vision:** Engaged employees are more likely to follow leaders who convey a clear and inspiring vision for the organization's future.
- **Communication:** Leaders who actively engage with their teams, listen, and provide feedback create trust and a culture of collaboration.
- **Empowerment:** Leaders who empower their teams to make decisions and take ownership of their work instill a sense of purpose and motivation.

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Organizational culture:

An organization's culture is the setting for employee engagement—it's the environment that shapes how people approach their work and impact the success of the business:

- **Values:** A shared set of values between the organization and its employees creates a sense of purpose and commitment.
- **Inclusivity:** An inclusive culture that embraces diversity fosters a sense of belonging and engagement.
- **Transparency:** A culture of transparency and openness builds trust, a cornerstone of engagement.

Communication:

Communication is the lifeblood of engagement. Effective communication ensures that employees are informed, connected, and valued. Communication strategies include:

- **Feedback:** Regular feedback, both positive recognition and constructive criticism, helps employees understand their performance and areas for improvement.
- **Two-Way Communication:** Encouraging employees to voice their thoughts and concerns cultivates an atmosphere of open dialogue and collaboration.
- **Alignment:** Consistent communication of the organization's mission reinforces the connection between employees' work and the overarching purpose.

Recognition:

Recognition and appreciation are powerful catalysts for engagement. They communicate that employees' contributions are valued. Effective recognition strategies feature:

- **Timeliness:** Timely recognition strengthens the connection between an achievement and appreciation, increasing motivation and engagement.
- **Personalization:** Tailoring recognition to an individual's strengths and preferences resonates on a deeper level.
- **Public acknowledgment:** Public recognition, when appropriate, amplifies the positive impact and encourages others to excel and receive recognition.

Additional influential factors:

Career development: Opportunities for professional growth and development are critical for employee engagement. Clear career paths, training, and skill development programs enhance engagement.

Work-life balance: An organization's support for work-life balance impacts engagement. Flexible work arrangements and wellness programs contribute to employees' overall well-being and engagement.

Team dynamics: The quality of relationships within teams has a major influence on engagement. Positive team dynamics, collaboration, and a sense of belonging enhance engagement levels.

Job design: Well-structured roles that offer autonomy, variety, and opportunities to contribute are essential for engagement. Engaging job design empowers employees to perform at their best.

Management style: Effective management and supervisory practices can either boost or hinder engagement. Managers who provide support, guidance, and clear expectations positively impact engagement.

Employee engagement is a multifaceted tapestry, with each element contributing to its beauty. The true magic unfolds when these elements harmonize, creating a vivid portrait of an engaged workforce.

Fostering a culture of engagement

Now that the groundwork has been laid for employee engagement, it's time to move on to the crucial second section of the whitepaper: Engaging on-field and hybrid employees. This section will explain how to navigate the unique challenges and opportunities faced while engaging on-field and hybrid employees and bringing a comprehensive perspective to the evolving landscape of modern work dynamics.



Overcoming barriers to empower a distributed workforce

"Hybrid work models will require organizations to focus on not only where people work, but how they work, and how to maintain a sense of connection and culture in a more dispersed and digital world." - Brian Kropp, Chief of Research at Gartner

The contemporary work landscape is undergoing a profound transformation, and, consequently, the challenges related to employee engagement have taken on new complexities. In an age of remote work, blended work arrangements, and a diverse array of roles, the comprehension and mitigation of these challenges are of paramount importance to organizations seeking to cultivate a culture of unwavering commitment and dedication.

These challenges can be diverse, ranging from the intricacies of remote work to bridging the gap between office-based and field-based workers. To address these challenges effectively, organizations need to adopt innovative solutions and tailored strategies.

Hybrid workforce dynamics:

The rise of hybrid workforces, with some employees working remotely and others on-site, has brought a wave of challenges. These include:



Balancing flexibility and accountability: Striking a balance between offering flexibility to remote employees while maintaining accountability can be a delicate act. HR professionals and executives must define clear expectations and performance metrics while allowing for flexibility in work hours and locations.

Inclusive engagement: Ensuring that both in-office and remote employees receive equal opportunities for engagement and development can be complex. Remote workers may miss out on the spontaneous interactions and visibility that in-office employees enjoy.

Mental well-being: Monitoring and supporting employees' mental well-being is crucial, especially for those working in isolation. Remote employees can experience feelings of loneliness, disconnection, and burnout.

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On-field employee engagement:

Organizations with field-based employees face a unique set of challenges. These include:

Communication: Establishing efficient communication channels with on-field employees can be challenging. Traditional methods may not be suitable for these employees, who are often on the move.

Ensuring smooth operations: Ensuring effective communication channels for on-field employees poses some challenges like navigating logistical hurdles to accessing necessary resources. They require specialized support to streamline their operations

Recognition: Recognizing and appreciating the contributions of field employees can be challenging because they may not receive the same visibility as their in-office counterparts. Lack of recognition can lead to demotivation.

Development Opportunities: Providing skill development and career growth opportunities for field employees, who are often geographically dispersed, requires a different approach

Solutions and strategies for hybrid and on-field employee engagement:

To address the above problems effectively, these solutions and strategies can be considered:

Technology-enabled engagement: Leveraging technology solutions is a central element of overcoming these challenges. Employee engagement platforms, communication tools, and project management software can bridge the gap between remote and on-site workers. These platforms facilitate real-time feedback, collaboration, and recognition, ensuring all employees are engaged, irrespective of their work location.

Inclusive communication: Inclusive communication practices ensure that remote and on-field employees are not left out of vital information and decision-making processes. Regular team meetings, virtual town halls, and cross-functional collaboration platforms can promote engagement and inclusion.

Tailored recognition programs: Implement recognition programs designed to appreciate the unique contributions of remote and on-field employees. Tailored recognition initiatives can boost morale and motivation.

Skill development initiatives: Offering online training programs, mentoring opportunities, and career development paths that cater to the needs of remote and field employees ensures they have access to the same growth opportunities as their in-office counterparts.

Mental health and well-being support: Organizations can introduce employee assistance programs (EAPs) and well-being initiatives to support the mental health of remote workers. Acknowledging the distinct challenges, they face and providing resources for their well-being is crucial.

Proactively working on implementing these strategies will allow organizations to create an inclusive and engaging work environment where every employee, regardless of their location or work style, can contribute effectively and feel valued. Employee engagement is not a one-size-fits-all endeavor, and the ability to adapt and respond to these challenges is a defining factor in achieving organizational success.

Champions of engagement: Unpacking the strategies of industry leaders

In the quest for enhancing employee engagement, organizations often find their North Star in a set of well-defined drivers. These drivers, when skillfully integrated into the organizational fabric, set the stage for exceptional employee engagement. The road to building such a culture of employee engagement is marked with signposts left by industry leaders. Their experiences provide essential guidance for creating a workplace where employees not only participate but truly flourish, even within the competitive landscape of today's business world.



1. Work: Organizing for achievement

The way employers organize work tasks, processes, allocate resources, and create opportunities for employees to genuinely feel a sense of accomplishment plays a pivotal role in employee engagement.

Real-World Example: Google is often praised for its approach to organizing work for achievement. The company encourages employees to spend a massive portion of their work hours on personal projects that interest them. This approach has led to the creation of innovative products and services, fostering a sense of accomplishment among employees.

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2. People: Senior leadership's prowess

The effectiveness of senior leadership in prioritizing and driving engagement through all levels of management is critical. This entails a focus on people, employee selection that leans toward engagement predisposition, and a commitment to leadership development.

Real-World Example: Southwest Airlines is renowned for its people-centric culture. The company's senior leadership actively promotes employee engagement and has a rigorous selection process that focuses on hiring individuals who align with the company's core values. This has resulted in a motivated and engaged workforce that provides excellent customer service.

3. Opportunities: Career growth and learning

Employee engagement thrives when workers can access career opportunities and avenues for learning and development within the organization. Encouraging personal and professional growth is essential.

Real-World Example: Amazon is known for its commitment to providing career growth and learning opportunities for employees. The company offers various training and development programs, including the "Career Choice" program that pre-pays 95% of tuition for courses in high-demand fields, encouraging personal and professional growth.

4. Total Reward: Recognizing and compensating employees

Employee perception of their overall compensation, including recognition, pay, and benefits, significantly impacts engagement.

Real-World Example: Salesforce is recognized for its comprehensive approach to total rewards and recognition. The company provides competitive pay, generous recognition programs, and a wide range of benefits to employees. This strategy has resulted in a highly engaged and satisfied workforce.

5. Company Practices: Driving engagement through practices

Company practices such as performance management, brand alignment, reputation management, diversity initiatives, and effective communication significantly affect engagement.

Real-World Example: Microsoft has implemented diversity and inclusion initiatives and effective performance management systems that provide regular feedback and support. Their commitment to these practices has led to an engaged workforce and a positive brand image.

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6. Quality of Life: Enhancing the work environment

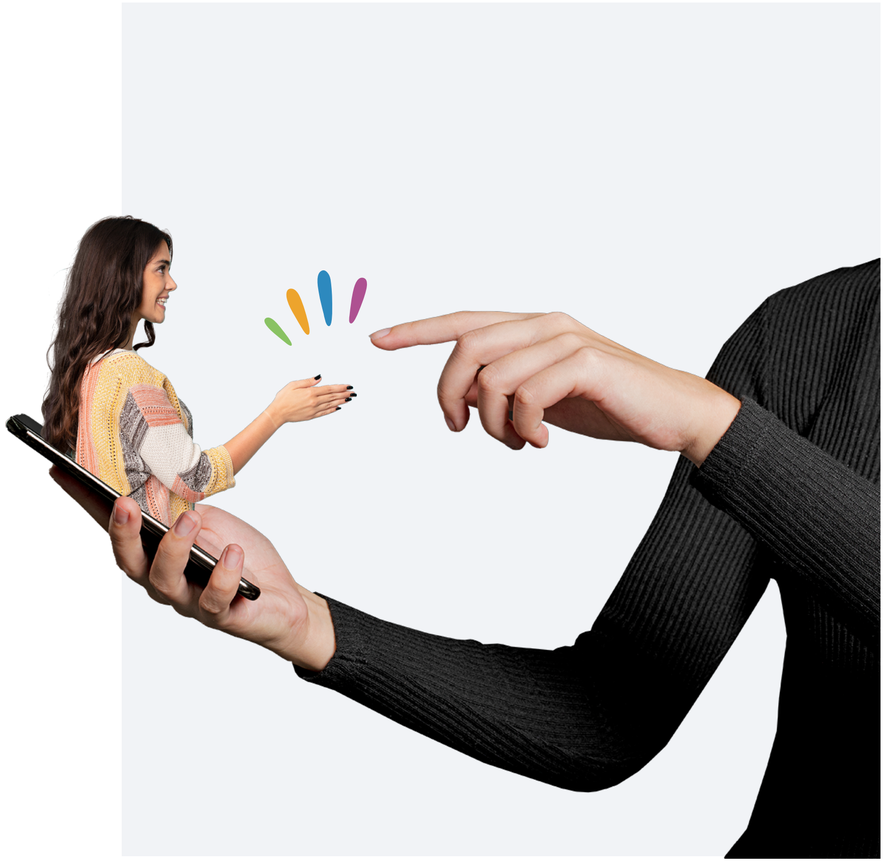
Fostering a work environment that enhances the quality of life is crucial for employee engagement. This includes initiatives that promote work-life balance, a physical work environment that supports well-being, and employee health and wellness programs.

Real-World Example: Adobe is recognized for its commitment to enhancing the quality of life for its employees. The company offers a range of wellness programs and stress management workshops. They also encourage a healthy work-life balance by providing flexible work options. By focusing on employee well-being, Adobe has fostered prominent levels of employee engagement, resulting in a motivated and productive workforce.

By adopting and adapting these best practices, organizations can embark on a transformative journey. A journey where employees feel valued, empowered, and motivated, and where organizations benefit from increased productivity, innovation, and lasting success.

Technology as a catalyst for hybrid employee engagement

According to a survey by Deloitte in 2020, 84% of respondents believed that technology played a crucial role in improving employee engagement. The use of technology for communication, collaboration, and recognition was cited as one of the key drivers of engagement.



However, a survey conducted by PwC in 2021 found that while 89% of CEOs acknowledged the importance of technology for their business's success, only 30% felt confident in their organization's ability to use it effectively. This discrepancy highlighted the reluctance of some companies to invest in and adopt technology.

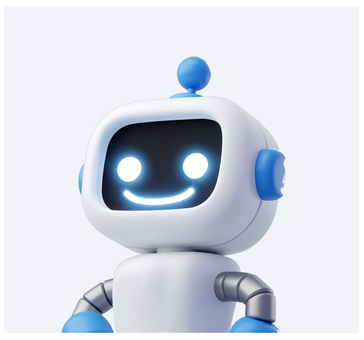
Overcoming this reluctance to adopt technology, as seen in these surveys, is crucial for realizing the full potential of digital solutions in enhancing employee engagement, leading to a more productive and satisfied workforce. Here are some strategic approaches that organizations can implement to harness its benefits effectively:

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Gamification of learning:

One of the most creative uses of technology is gamifying the learning experience. By transforming training and development programs into interactive games and challenges, organizations can make learning enjoyable and motivating. Employees earn rewards and recognition as they acquire new skills, fostering a sense of achievement and engagement.



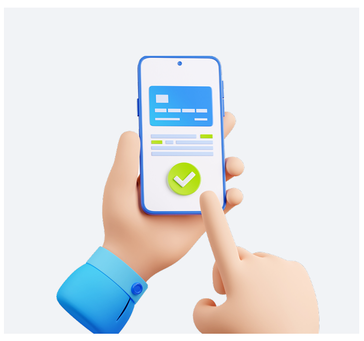
AI-Driven personalization:

Artificial Intelligence (AI) enables organizations to deliver personalized learning experiences. By analyzing an employee's strengths and weaknesses, AI can recommend specific courses, mentorship opportunities, and career development paths. This level of personalization empowers employees to take control of their growth and fosters engagement.



Virtual reality (VR) for onboarding:

VR technology can be used to create immersive onboarding experiences, especially for remote employees. They can explore virtual representations of the company's culture, offices, and even engage in interactive training sessions. This not only enhances the onboarding process but also immerses employees in the organization's values and mission from day one.



Employee well-being apps:

Well-being apps have become integral to promoting physical and mental health. These apps can provide resources for stress management, fitness, meditation, and mental health support. By offering these well-being solutions, organizations demonstrate their commitment to employee wellness, which in turn, boosts engagement.



Continuous feedback platforms:

Technology has made it easier to gather and act upon employee feedback. Continuous feedback platforms allow employees to share their thoughts, suggestions, and concerns in real-time. These platforms can also provide insights to management, enabling them to address issues promptly and effectively.



Social recognition platforms:

Social recognition platforms have redefined the way employees appreciate each other's contributions. They provide a public forum for employees to acknowledge and celebrate achievements, fostering a culture of recognition and camaraderie.

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Augmented reality (AR) for team building:

Although it’s still in its infancy, augmented reality can be used to create interactive team- building experiences. Teams can collaborate on projects, even if they are geographically dispersed, by using AR tools to visualize and interact with shared virtual objects. This not only enhances teamwork but also strengthens engagement by making collaboration more dynamic.

By creatively leveraging technology in these ways, organizations can supercharge their employee engagement initiatives. The possibilities are as vast as the digital landscape itself, and the organizations that adapt and innovate are poised to crack the code of retention in a competitive talent landscape.

Keka - Unlocking engagement through EX

Keka has been helping organizations in delivering stellar employee experience and supporting them with tools to drive engagement. With years of experience, learnings and collaborations with clients and industry experts, we have built features that provide businesses with:

- a strong digital infrastructure to build and sustain great employee experience
- a reliable set of features that drive engagement and boost retention

Crafting a top-notch employee experience involves a holistic perspective. Employee engagement is important, but it's only a part of the larger picture of the overall employee experience. Many companies rush straight into the engagement spotlight, yet this approach lacks solid outcomes. Without establishing a strong foundation of EX and providing the right infrastructure, efforts towards engagement may not yield the desired results.

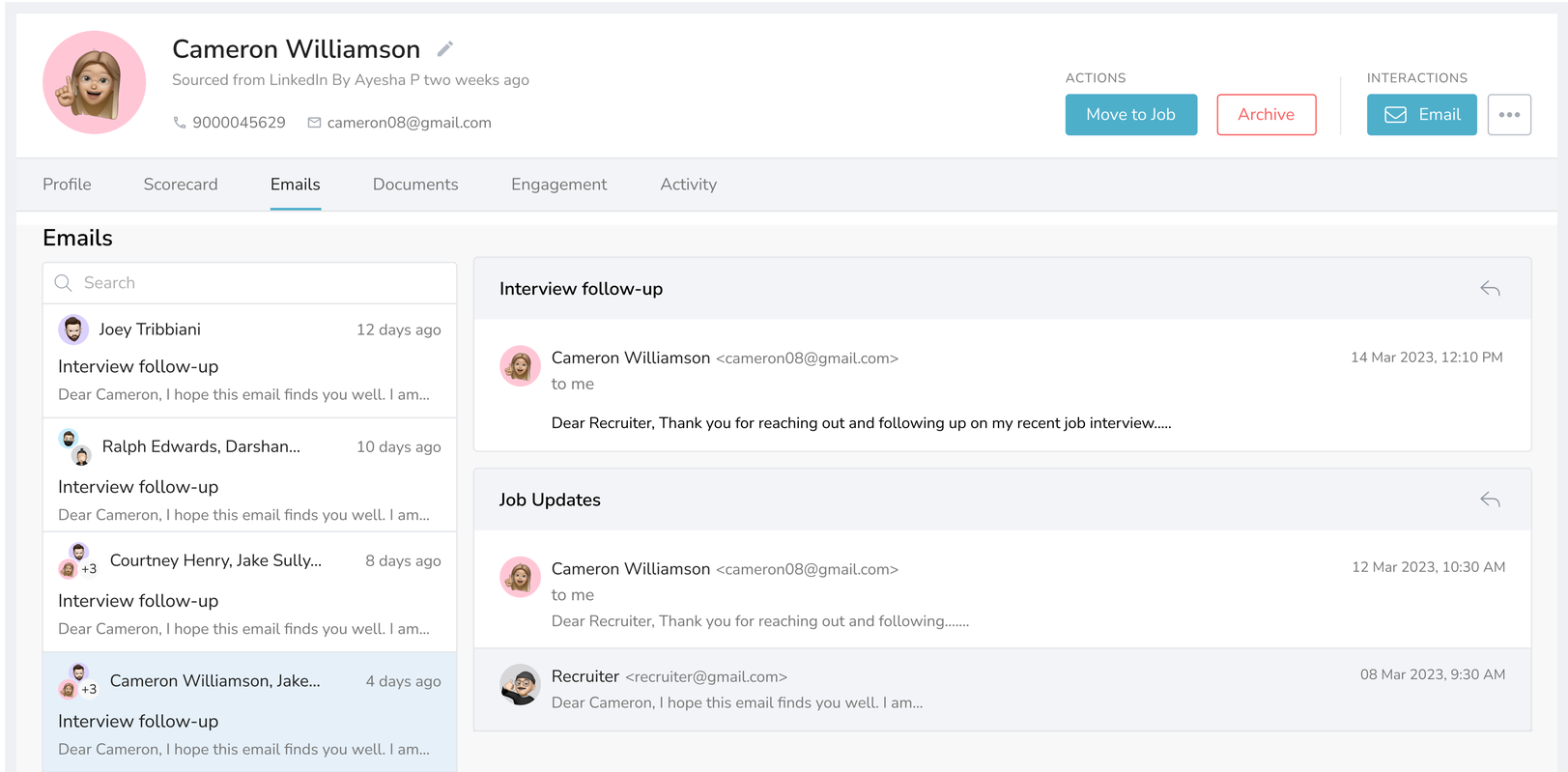


Consider this scenario: a space where hybrid workers and on-field employees are meant to converge, but instead find themselves navigating an insurmountable divide. In this disheartening environment, celebrating achievements, fostering collaboration, and facilitating genuine communication become unattainable dreams.

Let’s now dive deeper into the different touchpoints where Keka plays a key role in boosting employee experience and engages employees with effective measures and processes.

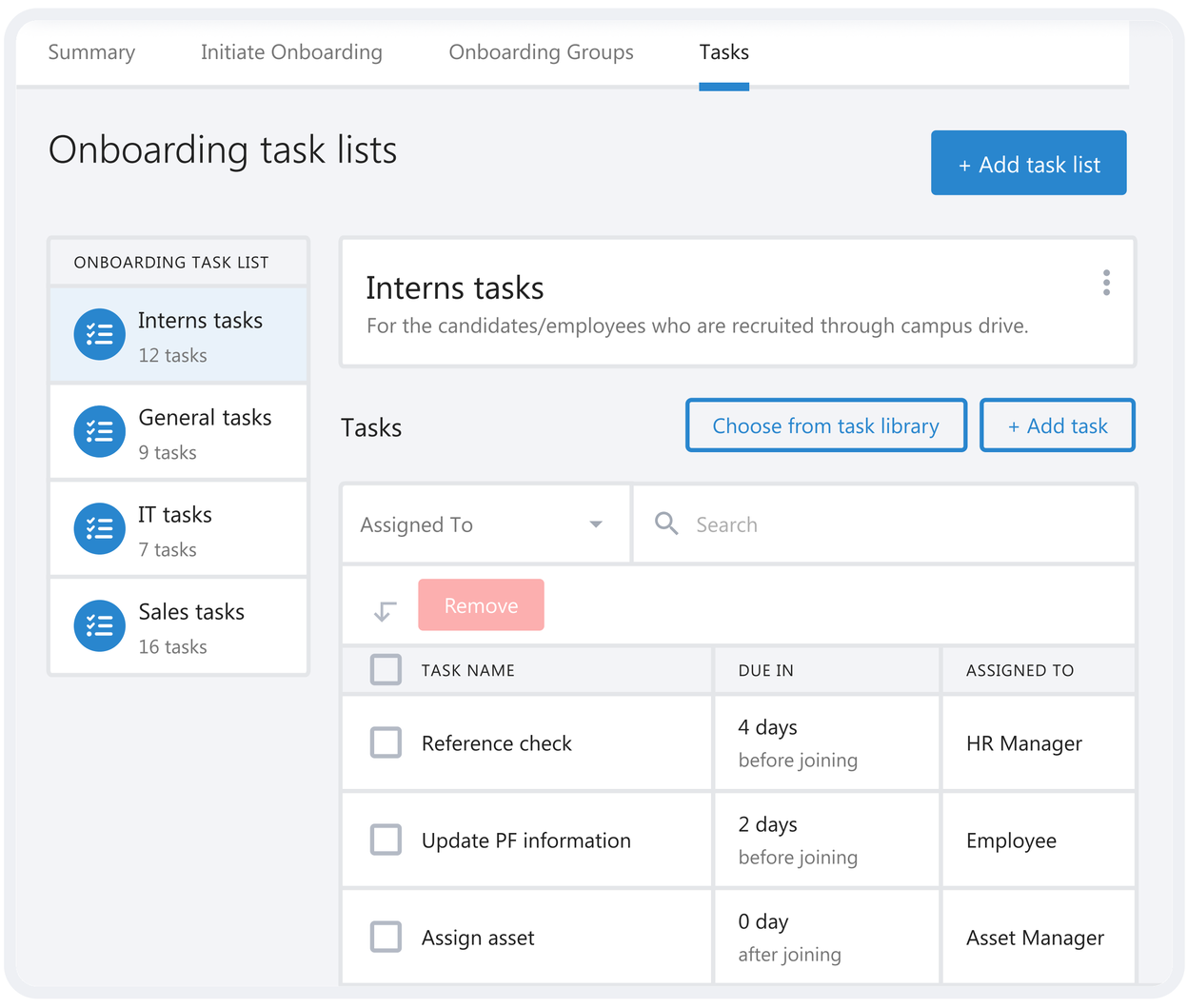
Setting the tone right from recruitment

Right from the very first interaction, Keka transforms the recruitment process into a strategic engagement opportunity. Recruiters leverage our platform to initiate and maintain meaningful connections with candidates. Automated emails serve as a powerful tool, keeping candidates well-informed about the hiring process, minimizing miscommunication, and ensuring a streamlined and positive candidate experience.



Onboarding

Keka redefines onboarding as more than just a process; it's a gateway for companies to elevate employee engagement. Businesses can leverage the automated onboarding feature to seamlessly guide candidates from offer acceptance to probation completion, eliminating manual hassles. The Onboarding Checklist ensures every task is meticulously executed, fostering engagement from the outset. By digitalizing the documentation process, not only the time-to-productivity of new joiners but also showcases dedication to a smooth onboarding experience.



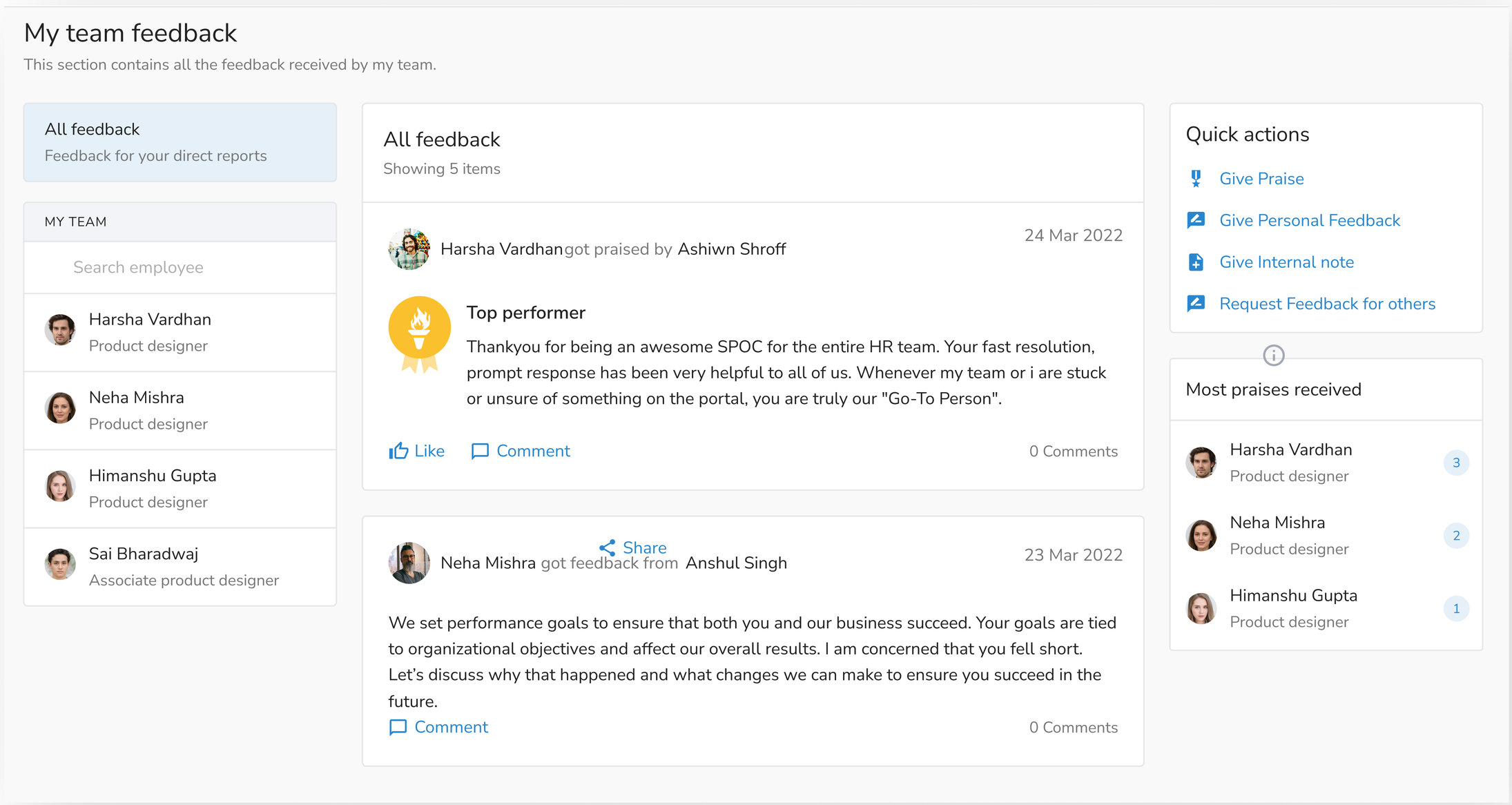
Within the onboarding module, transparency is key. The Checklist provides a clear timeline for each task, making sure everything happens on time. This not only simplifies onboarding but also assures organizations that every crucial step is covered. Focusing on seamless onboarding sets the stage for engaged and compliant employees, all within Keka's onboarding module.

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Performance management - Effortless feedback gathering and sharing

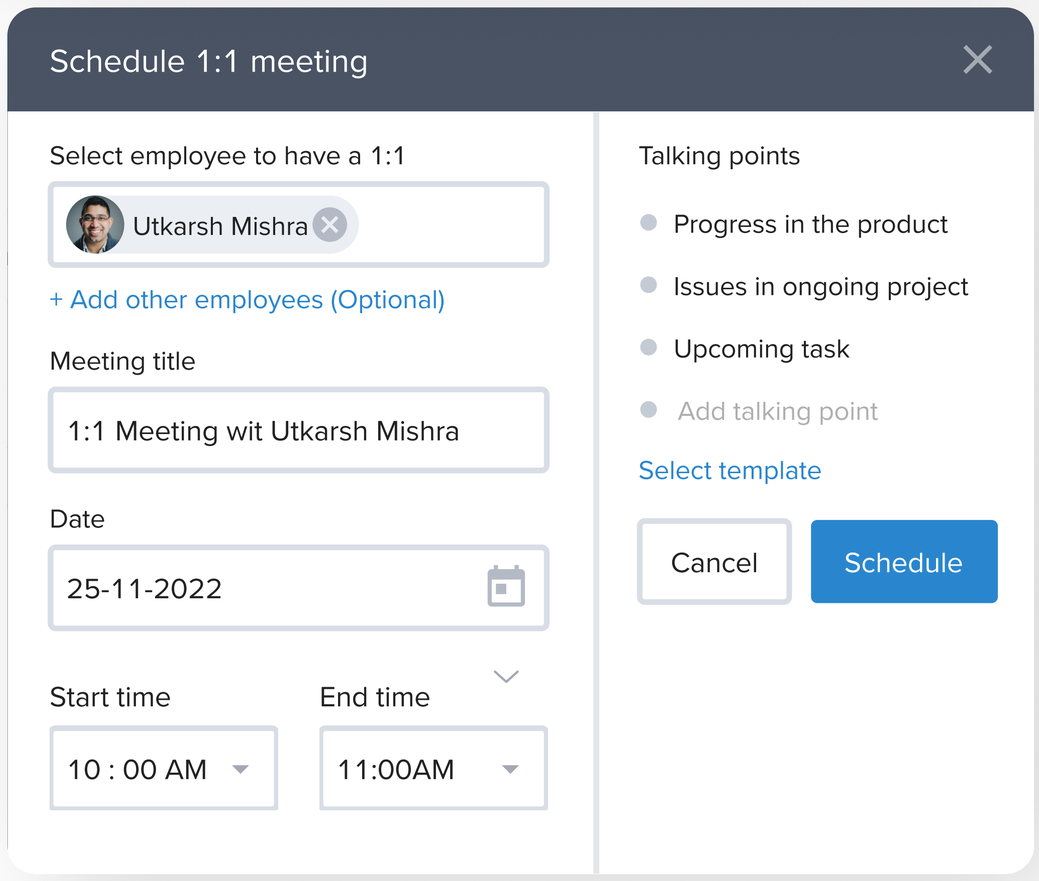
Keka has revolutionized the realm of performance management through advanced automation, orchestrating a seamless and efficient process. Feedback details effortlessly land in reporting managers' inboxes, all triggered by its precise automation. Instead of depending on manual reminders, employees can access their performance reviews directly through the user-friendly portal.

But it's not just about efficiency; it's about strategic empowerment. Our solution ensures every team member experiences a transparent and accessible performance journey. Performance management is a driving force for engagement, precision, and the comprehensive growth of each employee. In every module, we ensure a rich user experience, by allowing stakeholders to gather feedback at every touchpoint. This feedback establishes a shared conversation, fostering collaboration and a deeper understanding of individual goals. Keka guarantees creating an environment where every employee feels seen, heard, and supported on their journey.



Streamlined 1:1 meeting scheduling

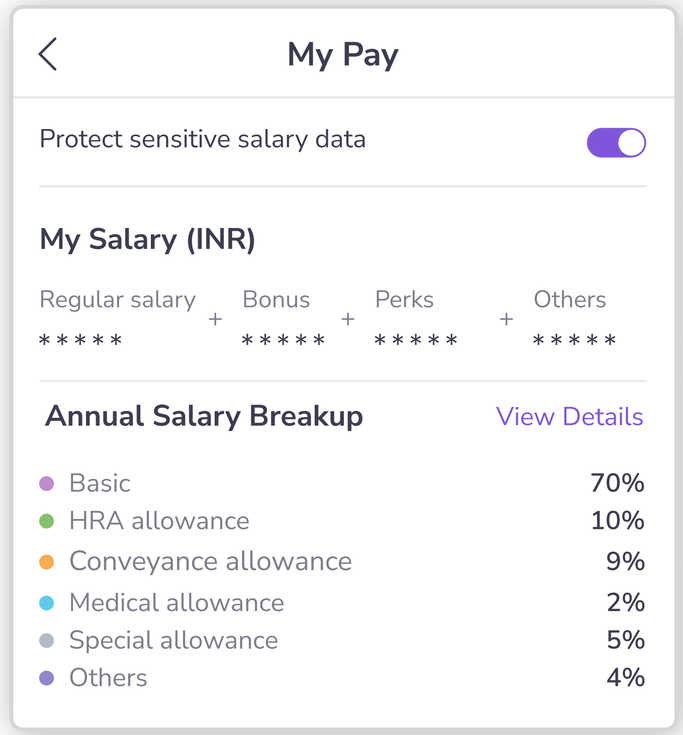
For hybrid and on-field employees, arranging one-on-one meetings can be challenging due to differing work arrangements. Keka simplifies this process, making it easy for all team members to schedule and manage personal meetings. It ensures that everyone, regardless of their work location, can connect and collaborate effectively, strengthening team bonds and productivity.



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Payroll details on employee fingertips

Hybrid employees and those working in the field usually feel a disconnect from the headquarters. With limited communication, they find it difficult to connect with HRs for issues such as details of salary components, deductions, taxes and more. Keka empowers them with an easy-to-use mobile app that provides all the details related to their finances. With Keka, clarity and simplicity in payroll become the norm, ensuring every employee experiences ease and satisfaction.

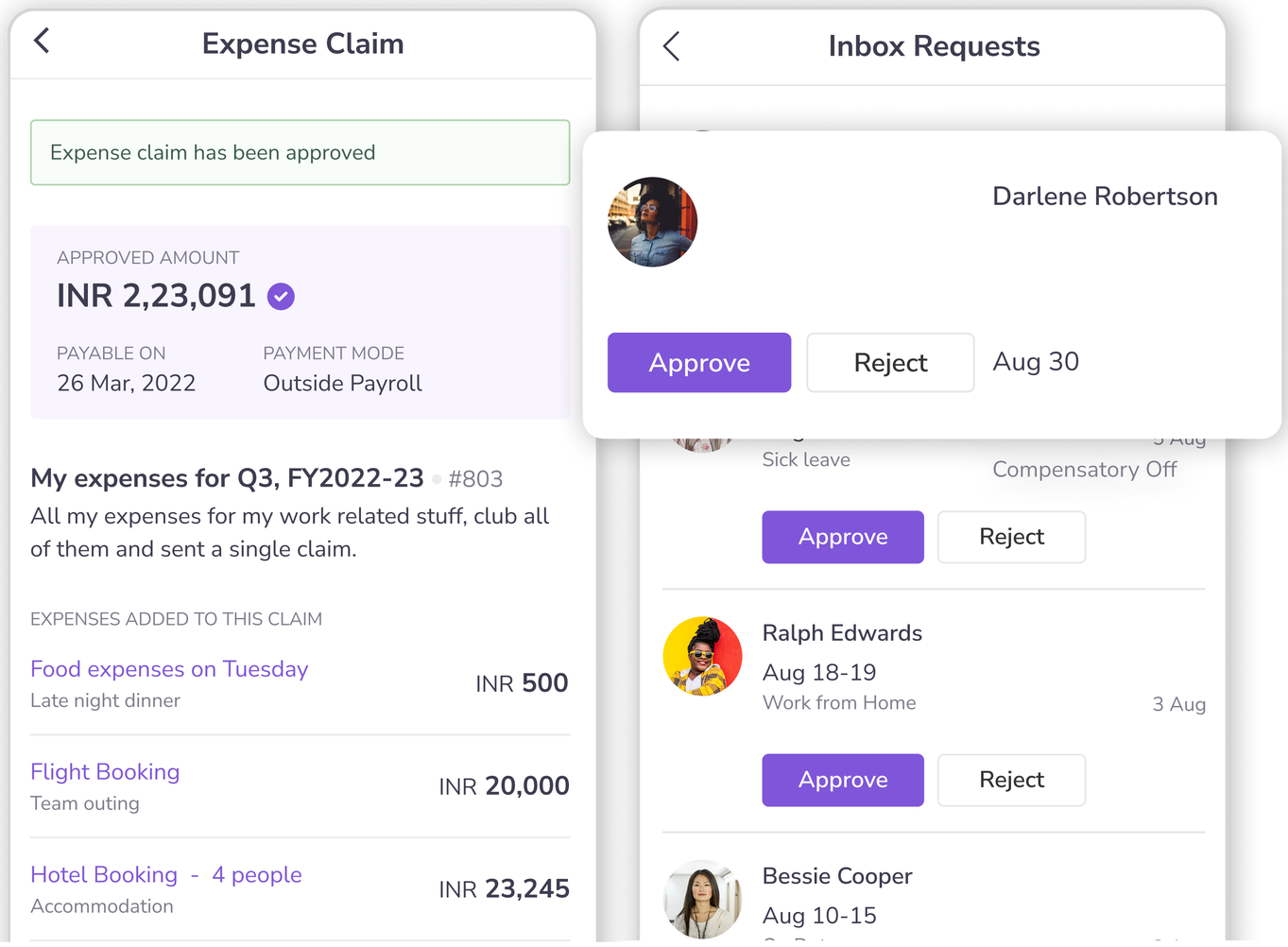


Easy submission and reimbursement of expense claims

In the past, employees would gather their bills, invoices, and receipts and then embark on the tedious journey of drafting emails to send these documents to the finance department. This manual and often error-prone process would lead to delays and frustration. Keka simplifies this by allowing employees to continuously upload their expenses directly into the system. They can also track the status of each claim’s approval. No more lost receipts or delayed submissions.

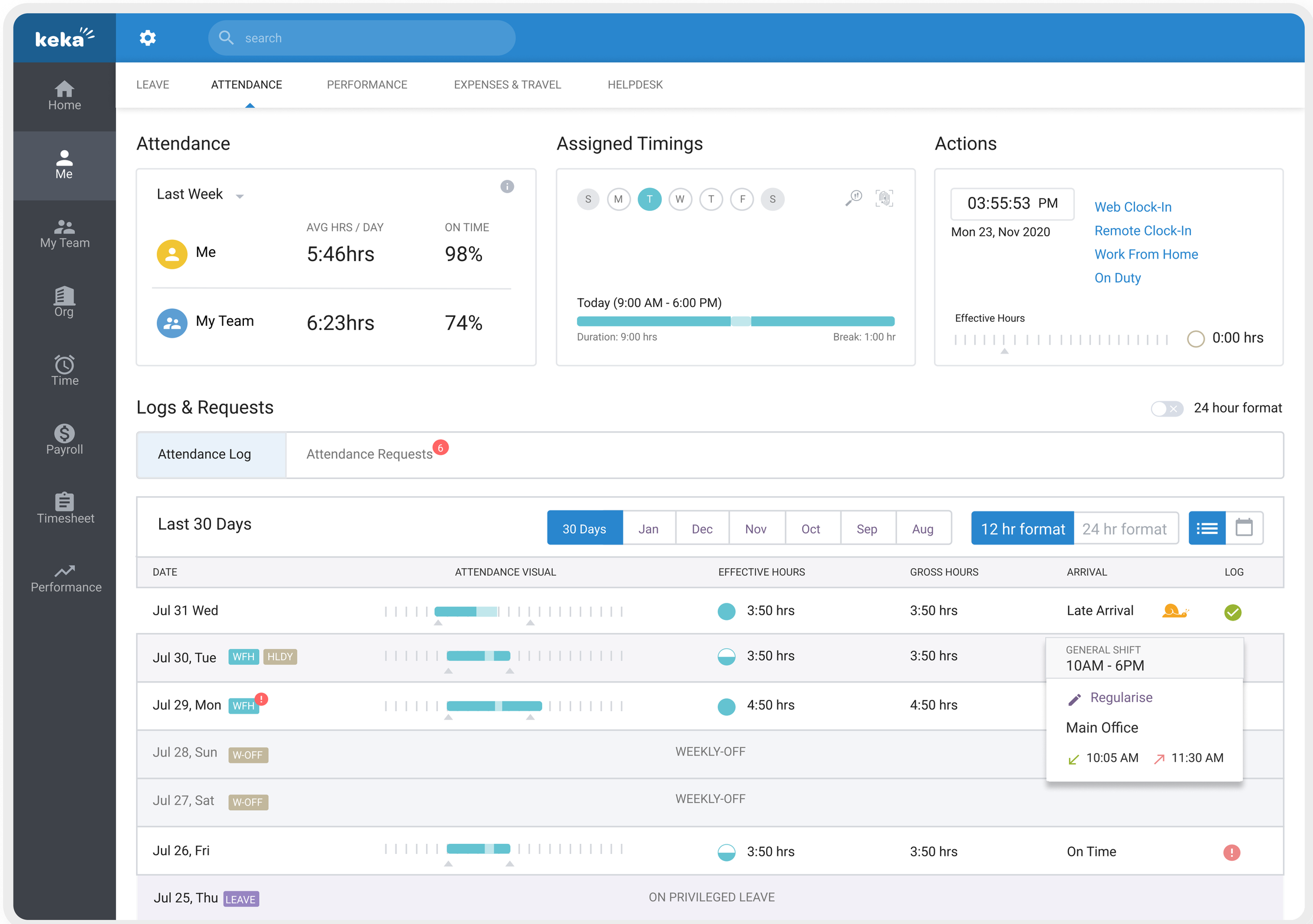
Scan bills to submit expenses

Approve Inbox request



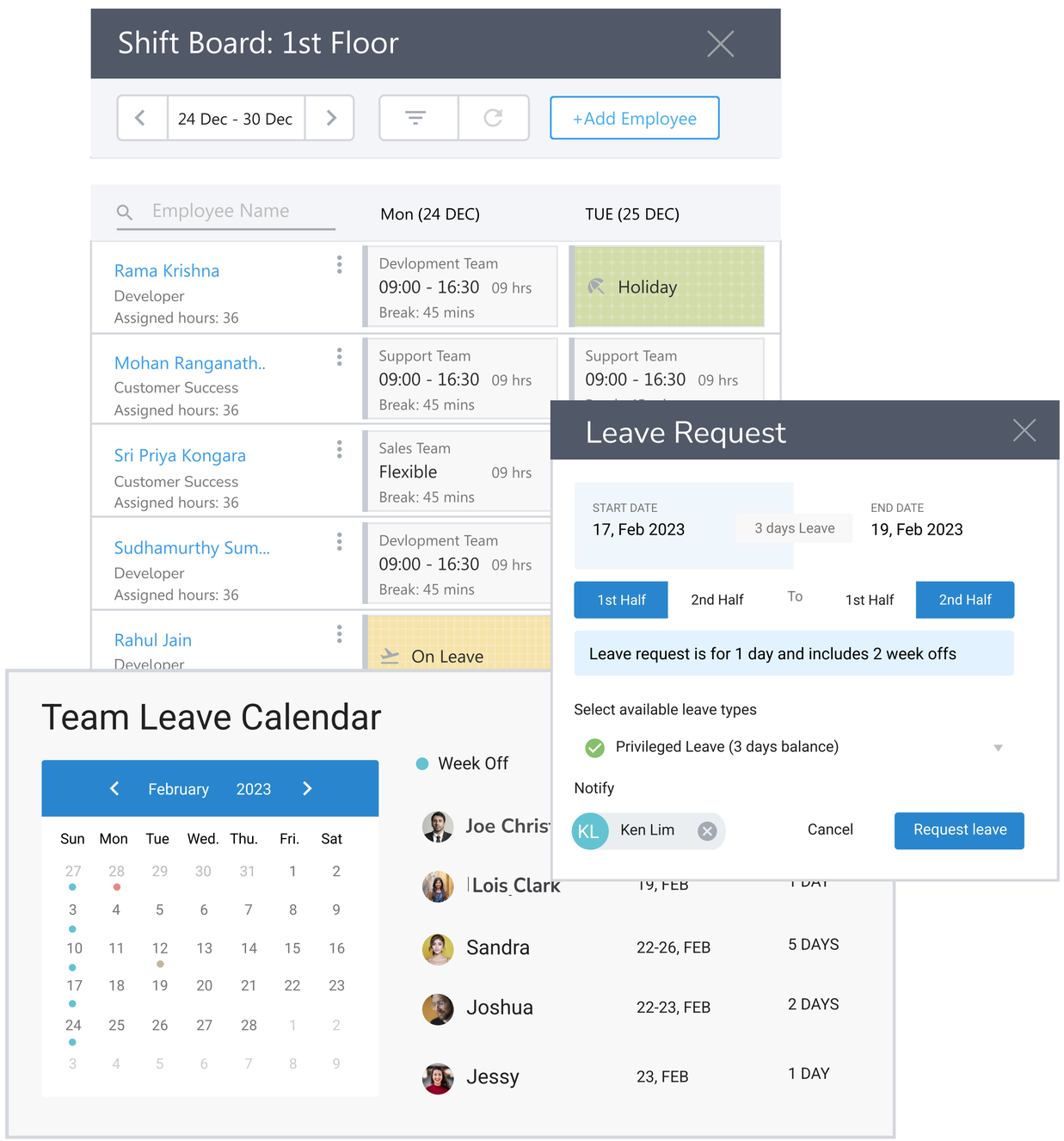
This real-time tracking ensures that expenses are immediately recorded and error-free. The system effortlessly syncs these expenses with the payroll process, eradicating the need for manual data entry. For hybrid and on-field employees, this transformation means they no longer have to rely on the traditional email-and-paper method. It's a straightforward, transparent, and paperless process. Our user-friendly platform puts employees in control, simplifies expense management, and makes the organization more efficient and employee centric.

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Gamified attendance

Ensuring everyone is on track with work hours is crucial for a smooth workplace, and that's where Keka steps in. The Time and Attendance tool is like a super-smart clock that not only tracks employees' work hours but also drives self-accountability.



- My attendance: employees can quickly check their total worked hours and see how punctual they've been. It isn't just about managing time; it's about making sure everyone is responsible, and the whole team works together efficiently.

- Team leave calendar: ensures the team is aware of each other's availability to plan and collaborate better.

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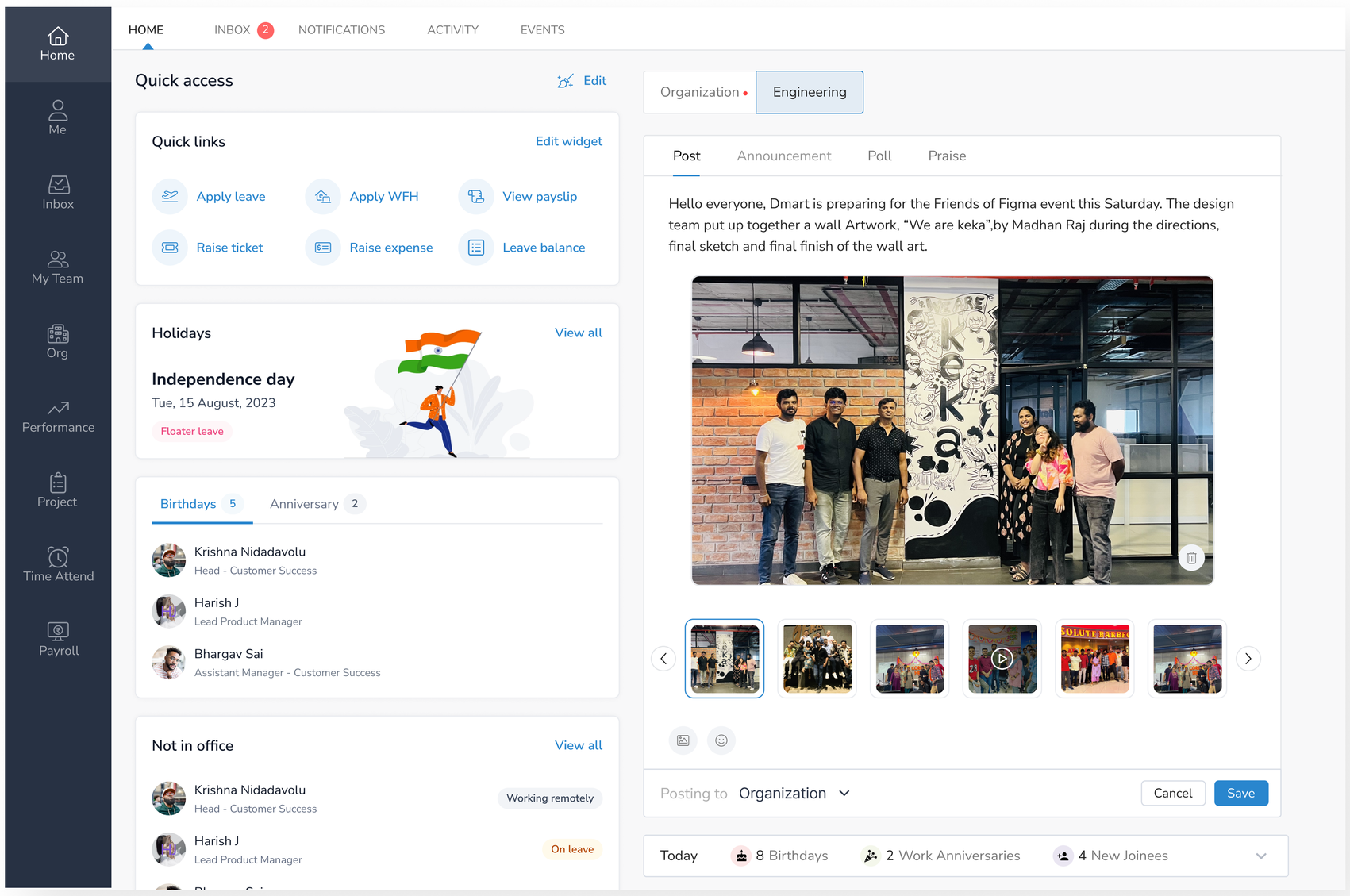
Complication-free leave applications

With Keka, applying for leave is a walk in the park. No more navigating complex processes or dealing with the stress of in-person queries and lengthy email exchanges to request leave. The Leave Management module ensures employees can effortlessly submit leave requests, view their leave balance, and plan their time off. The team-wide visibility of who is on leave at what time helps ensure there are no operational disruptions.

Social wall that connects on-field, in-office and remote employees

Keka's Social Wall redefines employee engagement by offering a dedicated platform for praise and appreciation. This dynamic space allows team members to publicly celebrate each other's successes, creating a positive ripple effect across the organization. The transparent and accessible nature of the Social Wall amplifies the impact of recognition, contributing to increased job satisfaction, motivation, and a sense of belonging for employees whether they are working in the field, from the office, or remotely.

Recognition on the Social Wall enhances morale, strengthens team dynamics, and nurtures a collaborative work environment. In essence, it's a strategic tool that transforms appreciation into a visible force within the organization, driving enhanced employee engagement and satisfaction.

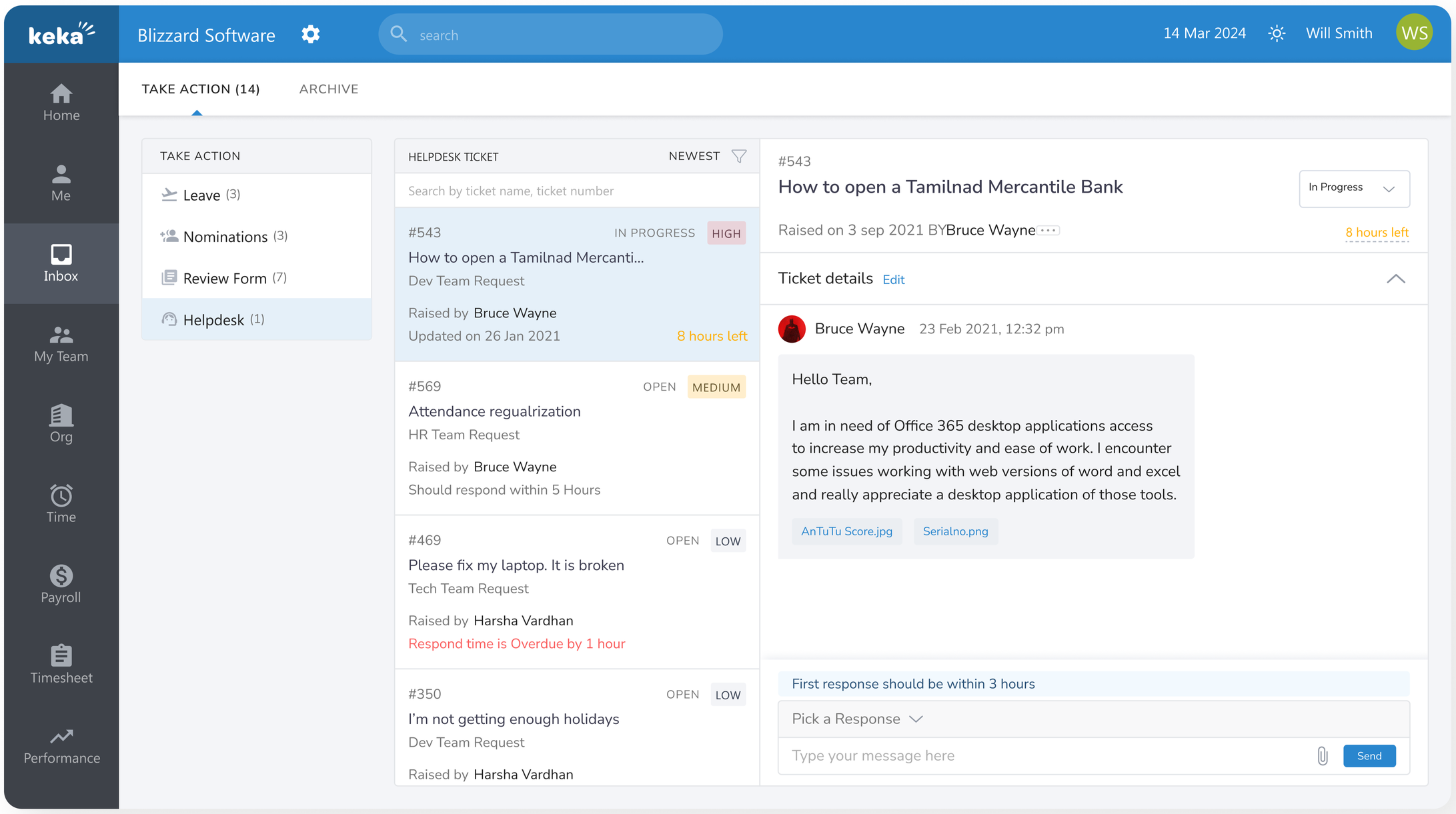


The Social Wall is a game-changer for hybrid and on-field employees. It creates a level playing field, allowing them to connect seamlessly with in-office colleagues. This unity in communication promotes a sense of belonging, ensuring that no matter where they work, every team member feels equally integrated into the organization.

Quick issue resolutions with helpdesk

Enabling employees to raise requests to solve their issues and queries becomes all the more important if they are working remotely or operating in the field. Without automation and a defined process, HRs and managers will drown in a flood of requests with no way to track unresolved requests, prioritize, and provide timely resolutions.

Lack of transparency in this regard also erodes trust among employees and results in a negative employee experience.



Keka's revolutionary helpdesk system offers a comprehensive solution for effective request management, streamlining the entire process from issue reporting to resolution. Employees can easily raise their concerns through a user-friendly interface, categorizing them based on the nature of the problem. The helpdesk provides real-time updates on the progress of each query, ensuring transparency and keeping employees informed about the stage of their resolution.

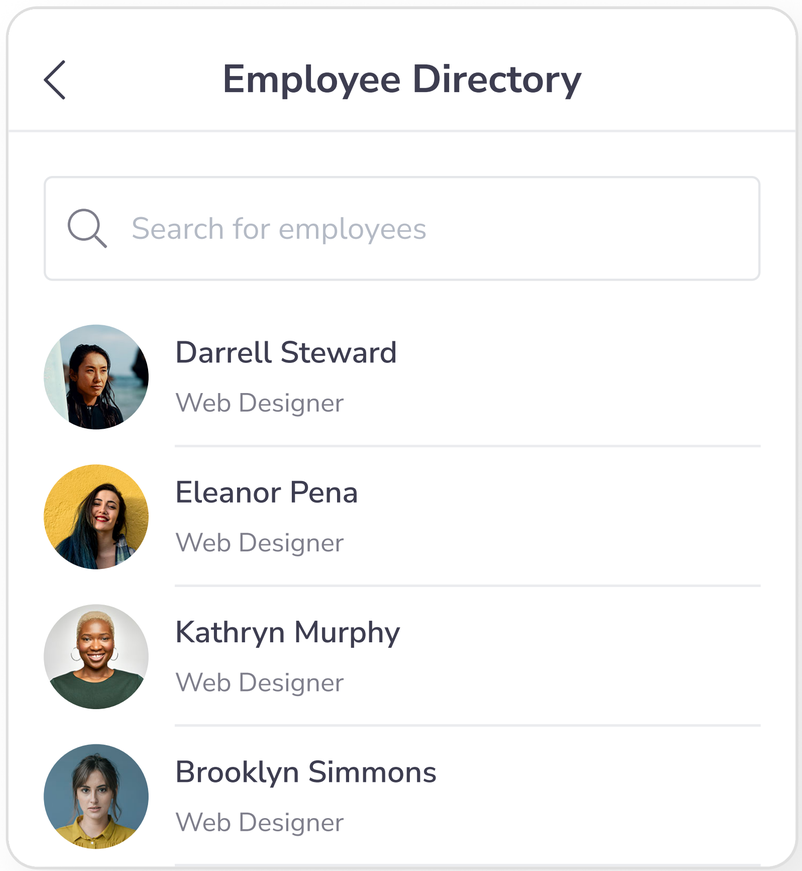
The system goes beyond efficient request management by enabling HR teams to track and analyze their performance in resolving employee issues. With comprehensive analytics and reporting features, HR professionals can assess the number of issues resolved, response times, and overall resolution effectiveness. This data empowers HR teams to make data-driven decisions, identify areas for improvement, and showcase their contributions to enhancing EX.

Organizations can elevate employee engagement initiatives, creating a workplace environment where employees feel valued, supported, and motivated to achieve their full potential.

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Enhanced employee directory:

Collaboration between hybrid and on-field employees becomes a breeze with Keka's Employee Directory. This tool helps them identify and connect with colleagues efficiently, even if they work across different locations. It ensures that everyone knows who's who, fostering a sense of unity and making teamwork a more enjoyable and productive experience.



Benefits for on-field employees: Bridging the geographic divide

On-field employees, who often find themselves working far from the office, benefit immensely from the Social Wall:

Real-time updates: Imagine the joy of receiving real-time updates, announcements, and news from colleagues and their organizations, even when they are miles away from the office. The Social Wall brings you closer to the heart of the action.

Recognition and praise: On-field employees, who might miss the in-office recognition, can now be praised, and celebrated for their achievements on a public platform, boosting their motivation and connection.

Collaboration without boundaries: The Social Wall fosters collaboration. On-field employees can actively participate in discussions, share their expertise, and connect with peers, transcending geographical distances.

Polls and feedback: Gathering opinions and conducting polls among on-field employees becomes seamless. Their insights and feedback can influence the organization's decisions, enhancing their sense of belonging.

Benefits for hybrid employees: Bridging the visibility gap

Hybrid employees, who balance the allure of remote work with the in-office experience, also find tremendous value in the Keka Social Wall:

Balanced visibility: Hybrid employees often straddle the line between visibility and invisibility. The Social Wall ensures that their contributions, whether they are in the office or not, receive the acknowledgment they deserve, reducing feelings of isolation.

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Open communication: Communication gaps are bridged. Hybrid employees can actively engage in conversations, share updates, and stay connected with their colleagues, regardless of their physical location.

Polls and engagement: Just like their in-office colleagues, hybrid employees can actively participate in polls, feedback mechanisms, and collaborative projects. This inclusive approach elevates their engagement.

Recognition: The Social Wall provides a platform for recognition, ensuring that hybrid employees are celebrated for their efforts, no matter where they work.

The Keka Social Wall is a testament to enhancing employee engagement. It provides a digital space where employees from all corners of the world come together, actively participating in the engagement journey. This inclusivity promotes appreciation, collaboration, and recognition, driving higher employee satisfaction, productivity, and retention rates.

The art and science of employee engagement ROI calculation

Have you ever embarked on a treasure hunt? Imagine having a map that not only guides you to the hidden chest but also estimates the weight of the treasure and how it multiplies with every step you take. That's precisely what an Employee Engagement ROI Calculator does for organizations. It's the X that marks the spot where engagement meets incredible returns. Determining the return on investment (ROI) in the context of employee engagement goes beyond financial evaluation; it assumes the status of a strategic necessity. This practice equips organizations to:

Quantify the impact: ROI calculation provides a concrete measurement of the impact of engagement initiatives on an organization's bottom line. It translates the often-intangible concept of engagement into tangible financial outcomes.

Justify investments: Organizations need to justify the resources invested in employee engagement programs. ROI calculations provide the data-driven evidence necessary to secure ongoing support and funding.

Optimize strategies: By measuring ROI, organizations can identify which engagement initiatives are delivering the most significant returns. This data allows for strategic adjustments and optimization.

Enhance decision-making: With ROI insights, organizations can make informed decisions about resource allocation, focusing on initiatives that drive the most substantial benefits.

The effectiveness of employee engagement ROI calculators hinge on their accuracy and relevance to a particular organization. Considering comprehensive research and consultations with industry experts, the following options have been identified as the top choices for calculating employee engagement ROI within an organization:

Option 1:

This calculator uses a variety of factors to calculate the ROI of employee engagement, including:

Turnover rate: The cost of turnover is a significant expense for many businesses. A study by the Society for Human Resource Management (SHRM) found that the average cost to replace an employee is 6-9 months of salary.

Absenteeism: Absenteeism can also be a costly problem. According to a study by the Bureau of Labor Statistics, the average employee misses 2.9 days of work per year.

Productivity: Engaged employees are more productive than disengaged employees. A study by Gallup found that engaged employees are 17% more productive than disengaged employees.

Customer satisfaction: Engaged employees are more likely to provide excellent customer service. A study by Towers Watson found that companies with highly engaged employees have customer satisfaction scores that are 12% higher than companies with low employee engagement.

To calculate the ROI of employee engagement using this calculator, the following information will be required:

Number of employees: The number of employees in the company.

Average salary: The average salary of employees in the company.

Turnover rate: The percentage of employees who leave the company each year.

Productivity increase: The percentage increase in productivity that one expects to see from engaged employees.

Customer satisfaction increase: The percentage increase in customer satisfaction that one expects to see from engaged employees

The calculator will then calculate the ROI of employee engagement for the company.

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Option 2:

This calculator is a more comprehensive approach to calculating the ROI of employee engagement. It considers a wide range of factors, including:



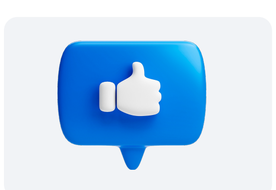
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Absenteeism: Absenteeism can also be a costly problem. According to a study by the Bureau of Labor Statistics, the average employee misses 2.9 days of work per year.



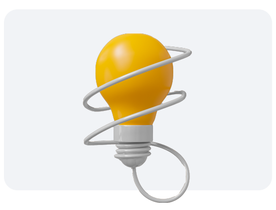
Productivity: Engaged employees are more productive than disengaged employees. A study by Gallup found that engaged employees are 17% more productive than disengaged employees.



Customer satisfaction: Engaged employees are more likely to provide excellent customer service. A study by Towers Watson found that companies with highly engaged employees have customer satisfaction scores that are 12% higher than companies with low employee engagement.



Quality: Engaged employees are more likely to produce high-quality work. A study by Bain & Company found that companies with highly engaged employees have quality levels that are 20% higher than companies with low employee engagement.



Innovation: Engaged employees are more likely to be innovative and produce new ideas. A study by McKinsey & Company found that companies with highly engaged employees are 25% more likely to have above-average innovation revenue.

To calculate the ROI of employee engagement using this calculator, the following information will be needed:

Number of employees: The number of employees in the company.

Average salary: The average salary of employees in the company.

Turnover rate: The percentage of employees who leave the company each year.

Productivity increase: The percentage increase in productivity that one expects to see from engaged employees.

Customer satisfaction increase: The percentage increase in customer satisfaction that one expects to see from engaged employees.

Quality increase: The percentage increase in quality that one expects to see from engaged employees.

Innovation increase: The percentage increase in innovation that one expects to see from engaged employees.

The calculator will then calculate the ROI of employee engagement for the company.

How the employee engagement ROI calculator works in the real world:

Let's say there is a company with 100 employees and the average salary is $50,000. The turnover rate is 10% and absenteeism rate is 5%. They believe that by improving employee engagement, they can increase productivity by 10%, customer satisfaction by 5%, quality by 5%, and innovation by 3%.

If they opt for the calculator in option #2, they would enter the following information:

Number of employees: 100

Average salary: $50,000

Turnover rate: 10%

Absenteeism rate: 5%

Productivity increase: 10%

Customer satisfaction increase: 5%

Quality increase: 5%

Innovation increase: 3%



The calculator would then calculate the ROI of employee engagement for their company.

Here is a breakdown of the benefits that you would expect to see from improving employee engagement:

Reduced turnover costs: Number of employees * Average salary * Turnover rate * Cost of replacing an employee

100 employees * $50,000/employee * 10% * 6 months = $500,000

Reduced absenteeism costs: Number of employees * Average salary * Absenteeism rate * Cost per day of absenteeism

100 employees * $50,000/employee * 5% * 2.9 days/year = $250,000

Increased revenue: Current revenue * Productivity increase

$10,000,000 * 10% = $2,500,000

Improved quality: Current revenue * Quality increase

$10,000,000 * 5% = $1,250,000

Increased innovation: Current revenue * Innovation increase

$10,000,000 * 3% = $750,000

Total benefits: Reduced turnover costs + Reduced absenteeism costs + Increased revenue + Improved quality + Increased innovation

$500,000 + $250,000 + $2,500,000 + $1,250,000 + $750,000 = $5,250,000

Total investment in employee engagement:
Cost of implementing employee engagement initiatives: $1,750,000

ROI of employee engagement: Total benefits / Total investment in employee engagement
$5,250,000 / $1,750,000 = 300%

Please note that the actual ROI of employee engagement will vary depending on several factors, such as the industry, the size of the company, and the specific employee engagement initiatives that are implemented.

Employee engagement is a critical factor in business success. By investing in employee engagement, businesses can expect to see significant returns in terms of reduced costs, increased revenue, and improved quality and innovation. The employee engagement ROI calculator can help businesses to quantify the benefits of investing in employee engagement and make informed decisions about their employee engagement strategies.

Closing remarks: Shaping tomorrow's engagement strategies

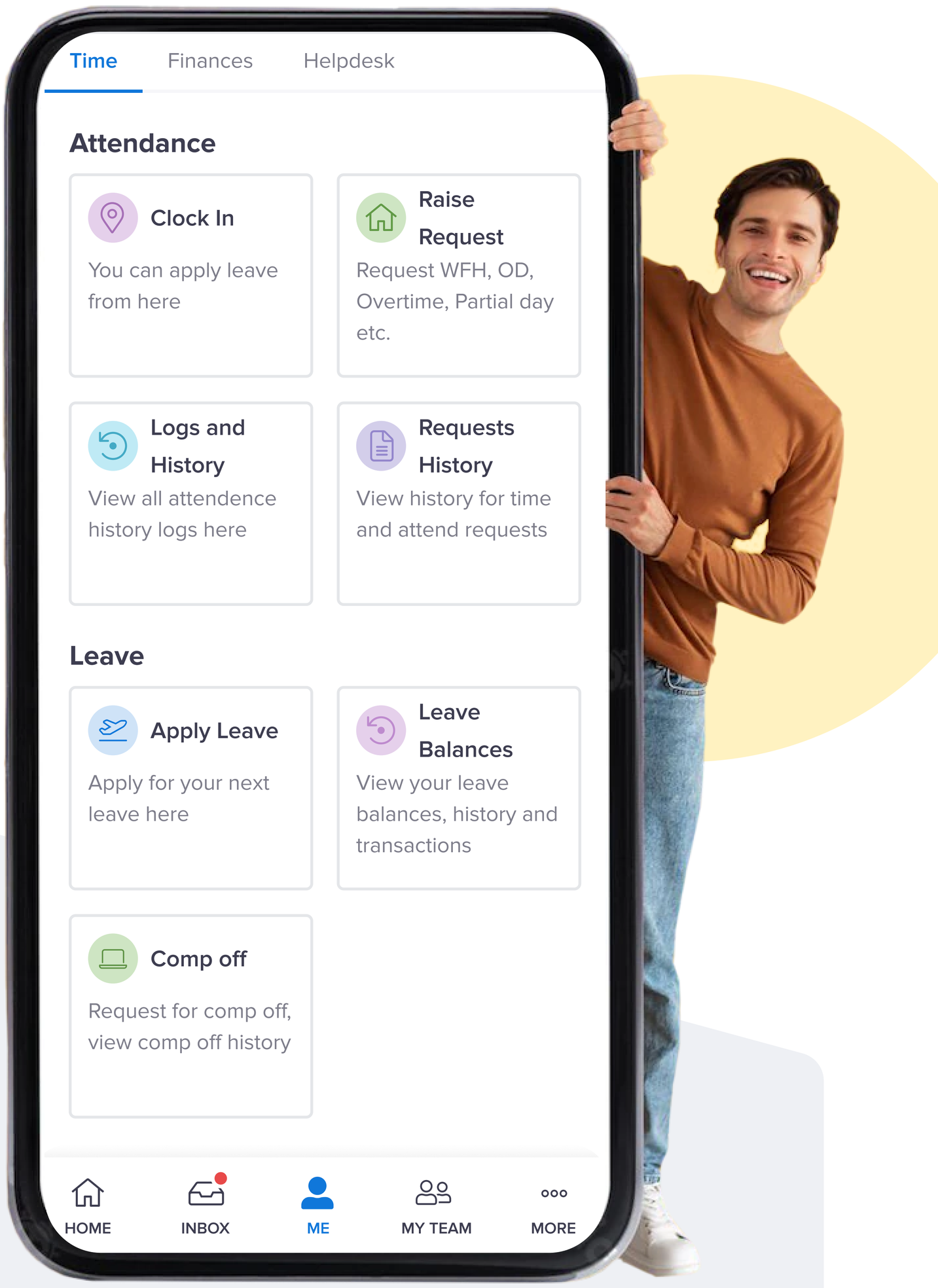
In the ever-evolving world of work, where boundaries blur and norms shift, one thing remains constant: the pursuit of an engaged workforce. Employee engagement isn't a destination; it's an ongoing journey of connection, recognition, and fulfillment. As organizations embark on their journey, they must remember that engagement is not a one-size-fits-all concept. They must tailor their strategies to the unique needs of their employees and embrace the power of technology to unite the workforce, whether they're in the office, on the field, or somewhere in between.

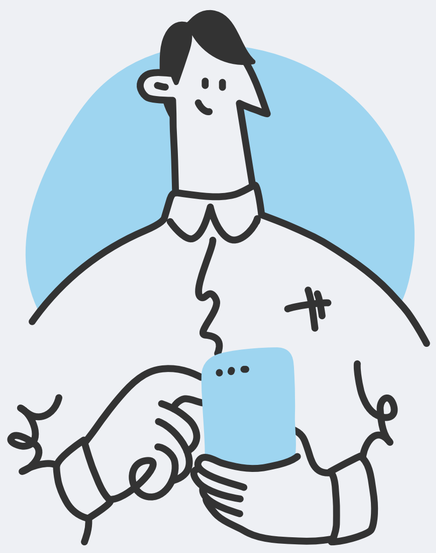
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About Keka

Everything you need to build a great company

Keka is your people enabler. From automation of people processes to creating an engaged and driven culture, Keka is all you need to build a good to great company.





Reach out to us!

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