



How to (not) lose an employee in 10 days: The guide

Engaging and retaining talent in the
new era of work





Contents

Introduction	3
Connect from day one	4
Listen up	5
The benefits of a great employee experience	7
Put engagement and retention woes in the rearview mirror	8



70% of employees say that being empowered to succeed is critical to employee engagement.¹

Introduction

Employers have a lot to navigate in the new world of work. Competing for talent in a hot job market and finding low-cost ways to engage and retain their existing workforce make for a challenging landscape.

So how do employers stay on course? Creating a culture of engagement is key – engaged employees are 87% less likely to leave their organization.¹ But building engagement takes more than offering the latest workplace perks and competitive salaries. Employees want to be empowered to do their best work and satisfied that their hard work makes a difference.

This guide offers strategies for delivering employee experiences that help retain and encourage your employees to do their best work. You'll gain insight into what it takes to make employees feel fulfilled, empowered and valued – factors that make them more likely to stay with your organization.

Learn how to:

- Use technology to enhance the onboarding experience
- Ask for feedback regularly – and act on it
- Offer a holistic benefits journey



Those who stay are very clear, that they want and need, and really have been accustomed to a more flexible, hybrid approach. And that's really requiring us all to consider this new world of work, and that really begins with listening to your employees."

– Wendra Johnson, Vice President, HR Technology, Unum Group

Connect from day one

Create a strong onboarding process, using technology to make access and engagement easier

Onboarding can be a tedious experience for both employees and employers. Fortunately, digital solutions can ease the pain. More and more employees are expecting to be able to complete the process from wherever they are and whenever it's most convenient for them.



Provide a modern experience for tasks and workflows

Starting a new position can feel like information overload and struggling through a confusing onboarding process often leaves a bad first impression. That's why it's important to make onboarding intuitive and easy. A good onboarding workflow provides transparency so employees can see where they are in the process and when they have successfully completed it.

Digital-first for a hybrid world

Employees have grown accustomed to being able to connect whenever and wherever they are. Onboarding processes that rely on handwritten forms can seem inefficient and outdated – giving the sense that the organization doesn't offer a modern digital-first environment. Adopting the right technical solutions can change this perception and help you streamline your HR processes too.

Track progress for easier onboarding for everyone

Digitizing the onboarding process doesn't just make it easier for employees – it also brings real value to employers. Chasing paperwork is time-consuming and can result in incomplete and inaccurate data. Digital dashboards provide transparency and help identify missing information so both employers and employees know where they are in the process. Also, when forms and e-signatures are stored on a digital platform, it's easier for your business to stay in compliance.



Organizations with a standard onboarding process experience 50% greater new-hire productivity.²



77% of employees want to give feedback more often than once a year.³

Listen up

Ask for feedback regularly and act on it

Listening to employees is an incredibly important tool when it comes to retention. In a recent global study, Qualtrics found that **61% of employees said their employer needs to do a better job of listening to their feedback and that 62% of employees said they would work harder if their employer treated them better.**³ “These statistics underscore a huge opportunity for organizations to prioritize employee listening, especially during those first critical 90 days and beyond,” said Anna Hulett, XM Scientist Qualtrics.

Employee listening contributes to employee retention

Employee listening is simply what it sounds like – collecting regular feedback from your workforce to understand their wants and needs and to identify issues as early as possible. This is often done through a survey, focus group or even by checking public websites. Employee listening provides valuable insight into what your employees think about your organization. With this knowledge, you can identify and focus on creating a supportive culture that offers the resources employees want and need to grow in their careers and develop into future leaders.



An annual organization-wide engagement survey is a great start if you don't have an employee listening program.”

– Anna Hulett, XM Scientist Qualtrics

Employee listening leads to a healthier workplace

Employees who feel heard often have more job satisfaction and better mental health. The opposite is also true – employees who routinely feel stressed during the workday are three times more likely to look for employment outside of their company in the coming year.⁴



94% of employees said they felt their needs were considered when their employer sought their feedback (formal or informal) when designing their benefits offering. Contrastingly, only 53% of employees felt their needs were considered when their employer did not seek feedback.⁵

Where to begin

While employee listening sounds simple enough, it needs to be done well to be effective. Following up with meaningful action is key and communicating this plan to employees is imperative. In fact, it's worse to ask for feedback and not act than it is to not ask at all.

Follow these tips to ensure your employee listening is on firm ground:

- 1 Start small, build trust and prioritize action.
- 2 Get buy-in from your leaders and stakeholders.
- 3 Find a balance between listening frequently and taking meaningful action.
- 4 Consider employee lifecycle touchpoints: onboarding, training, exit surveys, etc.
- 5 Communicate before, during and after surveys.
- 6 Be consistent in steadily improving the employee experience.





The benefits of a great employee experience

Offering a holistic benefits journey keeps employees happy and healthy

Don't wait until open enrollment to communicate your benefits. Onboarding provides a great opportunity to let employees know what they have access to – showing that you're a company that cares and making a great first impression.

Frequent communication for better benefit understanding

Most employees aren't benefit experts, nor should they be. Year-round communication helps build awareness and engagement, so employees understand their benefit offerings. When it comes time to make selections, personalized counseling can guide employees through plan details, offer personalized recommendations and answer questions.

Employees that rate their benefits as excellent or very good said their benefits made them 66% more likely to stay at their job.⁵



When an employee needs to feel the most confidence in their coverage is when they need to use it.”

- Dora Clements, Vice President, Digital Transformation, Unum Group



Easy access to benefits information

Employees want convenient access to their benefits information so they can make informed decisions about how and when to use them. More and more they expect that information to be available online where they can access it from anywhere. When employees can easily access benefits information, it builds confidence that their coverage will be there for them when they need it.

Protection when they need it

When it comes to claims, employees need to be able to trust the process. They want to know that their claim was successfully submitted and be able to easily track and manage it. And most importantly, it shouldn't be a headache – it should be a simple, intuitive process that doesn't require handwritten paperwork or time-consuming phone calls.



Put engagement and retention woes in the rearview mirror

Navigate your way to a happy and healthy workforce

In conclusion, creating a culture of engagement is a journey – but it's a rewarding one. It starts with putting your best foot forward with an easy-to-navigate onboarding process. This streamlines the process and assures employees that they have the resources needed to do their work well.

Making frequent stops for employee listening along the way provides critical feedback that enables you to adjust and improve the employee experience. Communicating to employees your plan for getting feedback and acting on it lets them know they are valued and empowered to make an impact.

Lastly, remember that onboarding is a great place to jumpstart employees' understanding of their benefits package. New employees are generally the most open to learning about their benefits when they first start a job, and this is an easy way to show you care.



The secret to not losing an employee in 10 days?

When employees feel looked after, they're more likely to stay – making it easier for employers to build a reliable, engaged and productive workforce.

Additional Resources

[Watch how to \(not\) lose an employee in 10 days](#)

[Read more](#) about how to create an employee listening program.



Ready to talk?

[Get in touch](#) with a Colonial Life representative.

1. Achievers. Workforce Institute's Engagement and Retention Report, 2021.
2. SHRM. Onboarding at Startups – It Matters! 2022.
3. Qualtrics XM Institute, Q3 2021 Global Consumer Benchmark Survey, 2021.
4. American Psychological Association. Work and Well-being Survey Results, 2021.
5. Colonial Life. Employee Enrollment Survey, company-sponsored, 2021. 1,462 U.S. full-time employees responded to the survey in August 2021.

Colonial Life products are underwritten by Colonial Life & Accident Insurance Company, Columbia, SC.

©2023 Colonial Life & Accident Insurance Company. All rights reserved. Colonial Life is a registered trademark and marketing brand of Colonial Life & Accident Insurance Company.