

KPIs to Measure:



Employee Engagement

Employee engagement is a hot topic among HR professionals, but why? There's a link between employee engagement and business performance results, and the importance of having a strategy in place to measure employee engagement is becoming more and more apparent.

To ease the burden that comes along with measuring the success of engagement strategies, we're providing you with 3 methods you can use:

1. Absenteeism and Employee Turnover

Engaged employees show up to work and put in the effort to accomplish their daily tasks and to achieve company-wide goals. Recent research says that you should aim for an annual turnover rate of 10% or less. If your turnover rate falls higher, it could indicate there are specific departments or managers that need attention to improve their employee's experience.

Turnover Rate=

$(\# \text{ of Employees Who Left} / \text{Average \# of Employees on the Payroll}) \times 100$

2. Employee Net Promoter Score (NPS)

NPS has initially been used to measure customer satisfaction, but have been adopted internally by employers to gather the same information from their employees by asking a simple question: How likely is it that you would recommend working at our company to a friend? Generally, this is recorded on a scale from 1-10, 1 being considered a detractor and 10 being considered a promoter.

Calculating your company's NPS is as simple as subtracting your percentage of detractors from your promoters. A negative score indicates that more employees wouldn't recommend someone to work at your company, while a positive score indicates high levels of engagement with more people recommending your company as an employer of choice.



Our Recommendation:

Our recommendation? When you're ready, you should host your one question survey through an anonymous software (such as Survey Monkey) so your employees feel as if they can speak freely. Remember: Keep it simple, measure your results, and enhance your engagement strategy!

3. Employee Engagement Surveys

Employee surveys are a leading indicator that provides insights into self-reported engagement levels. The use of the surveys is to enable HR to ask tailored questions about employee experiences, such as:

- a. How valued do you feel as an employee?
- b. Are you proud to be a member of your team?

Simple metrics compiled from administering an employee engagement survey can help ensure you're on the right track to achieving a highly engaged workplace.

In the end, every company's goal is to retain talent. Simply focusing on improving your engagement strategy can ensure a positive ROI.

Are you looking for other ways to improve employee retention for greater ROI?

Check out our [Employee Retention Guide](#):

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