



THE KEY TO BOTTOM LINE PROFITABILITY:

HARNESSING A HIGHLY ENGAGED WORKFORCE



Guide Overview:

By developing a highly engaged workforce, you have the ability to retain existing talent, raise customer loyalty and increase profitability.

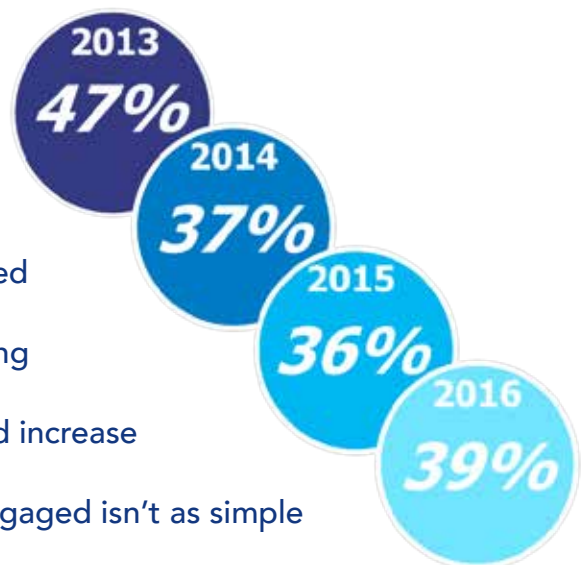
This factual guide includes the latest statistics and industry analysis from the Corporate Leadership Council, Harvard Business Review and Towers Perrin-ISR.

Included in this guide:

- Creating a strong and reliable workforce
- How engaged employees drive customer loyalty
- Increasing operating margin and net profit
- Detailed industry statistics



Employee engagement is based on trust, integrity and communication. When an employee is engaged, they want the business to succeed, not just themselves. By developing a highly engaged workforce, you have the ability to: retain the existing talent you have, maintain high customer loyalty and increase profitability. Although, keeping your employees engaged isn't as simple as it may seem. A study conducted by Red Letter Days found that the level of fully engaged members of staff in the UK dramatically declined from 47% in 2013 to 39% in 2016.



Ultimately, there's a big difference between employees who maintain your business and those who are committed to making it flourish. The latter are more engaged. The following article raises three key benefits to a highly-engaged workforce:



1

Employee Retention:

Creating a strong and reliable workforce isn't just about hiring the right employees; you also have to make sure they don't walk out. Depending on the nature of the business, the departure of a single, tenured member of staff can be difficult to replace, and at an excessive cost.

Keeping your employees involved in subsequent decision-making and including them in mentoring/training schemes will help to develop motivation and engagement levels throughout your workforce. Deeper relationships will emerge once your employees feel trusted and valued, therefore reducing the risks of high attrition rates.

According to findings collected by the Corporate Leadership Council, employees with **low engagement levels** are four times more likely to leave their job than those who are **highly engaged**. Not only will you enjoy a productive and motivated workforce, your recruitment costs will be significantly reduced.



Low engagement



High engagement

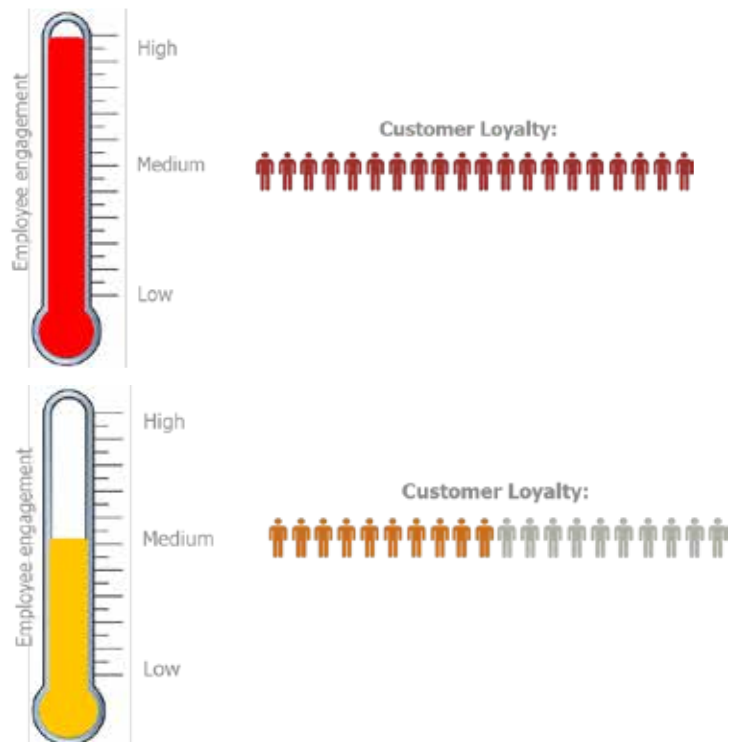


2 Customer Loyalty:

When you build a culture of development, well-being and high performance, your employees will deliver. Ultimately, this will improve the customers' experience with your employees, driving repeated purchases and positive feedback. Those employees that are well-knowledgeable and committed to organisational success will reflect their positivity onto customers.

A recent report conducted by Harvard Business Review found that companies with high employee engagement had twice the customer loyalty (repeated purchases, positive feedback etc.) than companies with average employee engagement levels.

Keeping your customers content is one of the most important aspects to achieving a well-respected company reputation. So, in reality, an engaged workforce will effectively improve brand awareness, brand loyalty and customer service.



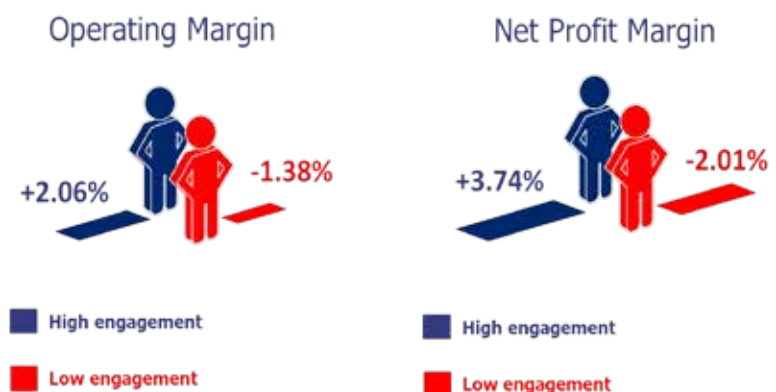


3 Profitability:

Perhaps the most significant reward for a highly-engaged workforce, an increase in company profitability. Although business success can be measured in a variety of ways, the ability for an organisation to be profitable is often the most valued, depending on its nature, of course.

A Towers Perrin-ISR study found an overwhelming financial difference between organisations with high and low engagement. The report, using data from 360,000 employees from 41 companies in the world's ten largest economies, concluded that the relationship between different levels of employee engagement and corporate financial performance saw a positive correlation.

In other words, businesses with high engagement levels saw a change of +2.06% in operating margin and +3.74% in net profit margin. Conversely, organisations with low engagement levels saw a negative percentage change, with -1.38% in operating margin and -2.01% in net profit margin.





As it may seem, engaged employees are better for the bottom line.

They are more productive, less likely to leave, deliver a better customer experience and provide a greater return on investment.

When you start seeing better engagement levels from your workforce, expect to see results.

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