



# Leveraging workplace technology

to improve employee engagement and  
reduce turnover

[www.workinsync.io](http://www.workinsync.io)





# Introduction



That employee engagement is necessary is a subject beyond debate. If you do not engage, someone else will. However, the means to achieve an optimum engagement has been deliberated, discussed, and debated upon innumerable times. The pandemic has reignited these discussions as many organizations are registering top talent attrition. Most businesses are now looking forward to tech to overcome this challenge.

Here we discuss technology solutions that help organizations drive employee engagement and reduce turnover in a pandemic-hit world. It also aims to help HR leaders articulate their tech requirements better.

Before we get to the solutions, let's explore the need for better engagement.

# → Why investing in employee engagement has become more important than ever?

Over the past year, the world has been reeling under a constant sense of fear and uncertainty. To that effect, the pandemic has impacted not just physical health but social and mental wellbeing too.

Also, the motivations of the workforce today are significantly different from the previous generations. Millennials, who constitute a large part of the workforce, thrive on personal fulfillment and a sense of purpose over other things. Understandably, it is more easy for discontent to breed working remotely. Consequently, most organizations are finding it is difficult to engage this group.

Add remote work, pandemic-induced stress, and restricted mobility to the equation, and you are looking at an enormous engagement challenge. Hence, there is a need to build flexible work models, which are more accommodative, to drive better employee engagement. The required degree of flexibility demands the use of technology.

## How can you use workplace technology for driving better engagement?

While there are umpteen ways and a host of tools that help you engage your employees better, here are five proven ways of doing it.



### 01 Optimize message and media mix for each employee group

Employee engagement relies heavily on communication. More so, when you are connecting with a geographically distributed remote team. Like marketing communication, the HR team needs to ensure that the message resonates with its target audience. Using millennial lingo on group emails may work well if you have a relatively young workforce. However, it may leave the baby boomers looking up 'FOMO' on Google search.

At the same time, reaching out to some people on an instant messaging app might be perfectly okay. To others, you might be intruding on their personal space. Even worse, you may inadvertently end up disturbing people working in a different time zone. Therefore, it helps to be aware of your target audience when drafting and sending out a piece of communication. Technology can automate a large part of the communication process.



## 02 Facilitate social engagement

One of the crucial aspects of employee engagement, as people work remotely and connect virtually, is the sense of belonging to a team.

To accomplish this, organizations can draw from and utilize familiar social experiences. Perhaps, you could beef up your internal chat application with a UI similar to popular social networks. You could also introduce interaction elements, such as likes, emojis, GIFs, enabling your team members to connect similarly to how they would on social media.

## 03 Collecting real-time actionable feedback

While most organizations consider employee feedback as a critical part of policymaking, it isn't collected regularly. The current remote work setup further obstructs the process, as managers cannot gauge the 'floor sentiment' available in a physical office. Also, the feedback may not present an accurate picture – as employees may desist from giving honest feedback fearing repercussions.

Technology can bridge this gap by making frequent surveys possible without revealing the identity of the employee.

## 04 Measuring and rewarding performance

A popular reason for high employee turnover is the lack of transparency in recognizing and rewarding performance. Lack of in-person interaction in physical space only adds to the opacity.

With performance management tools, managers can set up objective goals and review progress for their team members. While increasing transparency in performance measurement, it also reduces the element of subjectivity.

## 05 Focusing on individual growth

It is a well-established fact that employees are more likely to quit when they sense a lack of growth and learning. In fact, as you scroll through LinkedIn, many serious HR leaders opine that remote work has only aggravated the problem.

Using workplace technology, the HR team can diagnose the early signs of disengagement and act upon them. The solution could be as simple as providing free access to online courses. By actively encouraging employees to take these up and use the new learning at work, managers can up the team performance. The result would be a highly engaged team with a sense of purpose and mission.

# Is your organization ready to use technology for better employee engagement?

Unlike pre-pandemic times, engaging with a remote workforce requires technology to be at the heart of your plan. With new flexible workplace models emerging, employee engagement tools are also changing.

A modern workplace technology solution, like WorkInSync, enables employees to function and collaborate better. It, in turn, assists the HR managers in improving engagement and containing employee turnover. To learn more, visit us at [www.workinsync.io](http://www.workinsync.io).

## About WorkInSync:

WorkInSync is a technology solution that helps organizations to establish hybrid workplaces and enable employees' safe return-to-office.

WorkInSync is backed by our decade long experience creating MoveInSync – the world's largest office commute platform that is currently used by 150+ global enterprises, including 22 of the Fortune 100 companies.

