



Engagement is more than satisfaction.

### Why do you want Engaged Employees?

- Engaged companies grow profits as much as **3X faster** than their competitors.
- Highly engaged employees are **87 percent less likely** to leave the organization.
- A disengaged employee costs an organization approximately **\$3,400** for every \$10,000 in annual salary.

#### Some key questions we help organizations answer:

- What is the current engagement level of your employees?
- Are your most valuable employees open to leaving?
- Do the least productive employees plan to stay?
- How do we turn things around?
- Who are the highly engaged employees?
- How to increase productivity without raising the salary bill?
- More than money, what do employees want?

### Who is eroding more value?

- the engaged employees who want to leave
- or
- disengaged employees who plan to stay?

#### The Psyft Advantage

- Fully Customize-able survey forms -
- Responsive design (can be taken on mobile devices) -
- In-depth analysis and advanced reporting -
- Full-service support by assessment team -
- Follow up consulting and training to create change -

Get in touch for a customized proposal today.

## SUCCESS STORIES

### High Employee Turnover

*Logistics & Warehousing Company*

**Challenge:** This growth stage startup faced some serious retention issues with the fresh graduates they were hiring. Once they were fully trained, many decided to leave and join a larger organization. The company had no data or information to guide decisions about how to increase graduate engagement and them.

**Solution:** We quickly realized what the company needed was an avenue for staff to confidentially provide feedback both on the positive elements of the work experience and the pain areas that needed improvement. It was the right time to conduct an employee survey. Today it has become a yearly exercise and is at the heart of the company's employee engagement initiatives.

**Results:** In spite of staff numbers doubling, consistently high survey participation rates of between 80% and 91% have been achieved for the last three years. During that time engagement levels have increased from just over 50% to around 80%. But most importantly, employee turnover has fallen from over 50% to below 20%.

### Enhancing Engagement Levels

*Finance & Insurance*

**Challenge:** An employee engagement survey revealed that lack of clear career path was a major issue, especially at the middle management level. People saw others progressing and didn't know why; their seniors told them how they were doing but didn't articulate what they needed to do differently in order to achieve their next promotion.

**Solution:** Based on our post-survey recommendations, resources were allocated to developing a formal career development model for middle level employees. However, in isolation, the model would not be of much use. Further work had to be done by the Client on an e-learning portal to really ensure that employee engagement was impacted and then reflected in the next survey.

**Results:** Ongoing

### A Multilingual Survey Solution

*Hydropower Company*

**Challenge:** This large public sector organization has offices spread across the length and breadth of the country. Having attempted employee engagement surveys earlier, they realized not all parts of the organization were participating enthusiastically. Some geographies and employee levels were underperforming severely on participation rates.

**Solution:** We suggested a multilingual survey, where respondents could choose the answer in their native language.

**Results:** The participation rates in the underperforming areas jumped significantly. There was appreciation from all quarters, including from the Managing Director.

### Introducing Modern HR Practices

*Chemicals & Fertilizers*

**Challenge:** Historically, the Company had a very traditional approach to performance management, relying on an annual appraisal with often little or no follow-up. The newly appointed HR head wanted to bring contemporary thinking around motivation and behavioral science into the company, in a bid to understand how she could help staff perform to the best of their ability.

**Solution:** We suggested that the best place to begin would be an employee engagement survey, to get the pulse of the organization – what are your employees feeling?

**Results:** By focusing attention on various elements of the survey, staff were able to gain a clearer picture about what might be impeding them and how they might be helped. In the long run, there was a change in the way employees felt they could approach issues. Rather than experiencing a general feeling of dissatisfaction, they were able to put a name to their problems and thus address them specifically.