

THE EMPLOYEE EXPERIENCE

The ultimate guide to help attract, retain and engage your employees



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Introduction

Have you ever wondered what makes employees loyal to the companies they work with? How certain businesses manage to retain top talent for long periods? How to stay on top of worker needs and expectations at a time where business bounce back is the biggest priority? Why certain companies attract the best talent? How better temporary worker wellbeing support is boosting loyalty?

Look no further - as this e-book brought to you by HIVE360 covers an extensive range of help and advice on how you can make sure your employees, temporary workers and candidates are happy, healthy and productive at work; creating a strong sense of loyalty and therefore boosted attraction and retention across your workforce.

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This eBook is a compilation of our own experience and commissioned research, along with an extensive amount of 3rd party sources of study, research and expert opinion in order to present a wide ranging perspective. All sources have been referenced and linked to in the full Glossary at the back of this book.



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EMPLOYEE RETENTION

Employee retention in the current landscape of the working world is possibly the most challenging it has ever been. Since the pandemic, the way in which we work has been flipped on its head, and has potentially exposed a modern, more flexible way of working to employees across the UK. Unfortunately for some businesses that aren't moving with the times – this means that talent retention will be even more challenging than it was in a pre-COVID world. In fact, 79% of CEOs said that retaining existing talent is the top management challenge they are facing³².

What is Employee Retention?

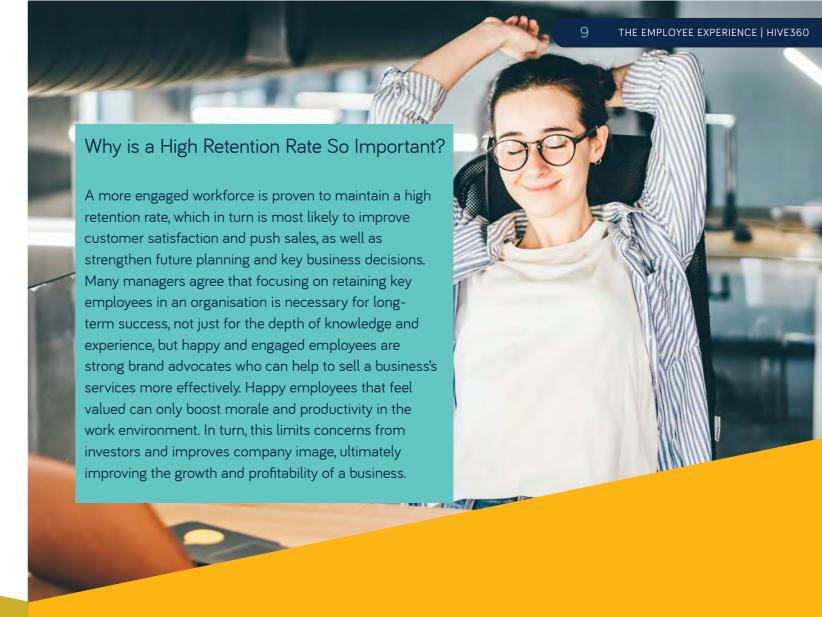
Employee retention is the actions and practices undertaken by a business that improve or maintain a positive working environment, which, in turn, incentivises employees to remain at the company. So, in basic terms, look after your employees and they will reward you with their loyalty. In such a competitive time for the job market, as well as a time where companies are potentially trying to gain back lost profit from 2020, looking at retention strategies has never been more important.

Why is Employee Retention Important?

A report by Korn Ferry in 2018 suggested that by 2030 there would be a global talent shortage of 85.2 million workers³⁶. It's not hard to understand that the course of the last year has moved us even quicker to this path. The demand for workers is the highest since the Recruitment and Employment Confederation records began in 1997, and with an estimated 1.3 million people leaving the UK since the pandemic began, the market is as tight as it's ever been³⁶. An even more shocking statistic is that more than 40% of employees are considering leaving their employer this year³⁷ – making it ever more important to re-evaluate retention strategies to keep hold of current talent.

Cost Implications of Hiring

The estimated cost of replacing an employee can cost as much as 6-9 months of the position's annual salary in terms of training costs, loss of productivity, and other expenses. The average cost of recruitment within the UK for a new employee is $\mathfrak{L}3,000^{38}$ – meaning that even if a small proportion of your employees opt to leave within a similar time period, these costs could add up significantly. Understandably, poor employee retention tends to hit small and medium-sized businesses the hardest, and sometimes the costs of lost employees may not be recovered. Not to mention valuable time wasted by HR and management having to find new talent, also resulting in a loss of profitability due to the drop in productivity. Imagine retention to be like a domino effect; it doesn't just impact one part of your business, in fact it will fall through to many parts of your business, and one area not to be overlooked is employee engagement. Team members leaving can put strain on remaining staff members, having to pick up the slack and take on more work until a new hire is found, thus lowering satisfaction and engagement levels. Employee engagement is essential for sustained success and is particularly vital for smaller companies, as it most likely effects customer satisfaction, productivity or sales levels, and future planning capabilities.



Key Benefits of High Employee Retention Rates

While there is no one-size-fits-all approach to what makes employees loyal to their companies, 79% of Gen Z and Millennial employees said an increase in rewards and benefits would make them more loyal to their employers³⁶. This suggests that, given the last 12 months, there is a clear shift in the kind of support employees want from their employers. 35% of UK workers are job seeking alternative roles for better compensation and benefits, and 25% for better work:life balance³⁸.

For companies that offer competitive benefits, they can expect job satisfaction among workers to rise to over 84%³⁶. Not only does this increase in work:life wellbeing boost loyalty and retention; companies that offer them are up to 33% more profitable than those who do not³⁶.

Some more key benefits of high employee retention rates for businesses include:

- Reduced operational costs (talent attraction, recruitment, induction, and training costs are reduced)
- Improved company morale, employee engagement and better relationships between employees and management
- Increased overall productivity, which helps to achieve higher profitability and growth potential
- A better customer and applicant experience



Well planned out engagement strategies have a proven link to boosting staff retention rates in businesses. Companies with strong employee engagement rates experience 87% higher staff retention, 17% higher productivity levels, 20% higher sales and 19% increase in revenue. Given these figures, it's easy to think that engagement is a priority for all business leaders, but while 85% of leaders say employee engagement is a priority, only one third make it one⁴³. There are a few reasons why this may be, including not knowing where to start.

EMBRACE COMPANY CULTURE

66% of employees would be more engaged at work if employers improved company culture³⁸ Whether employees are office-based, home-based or a combination of both, make work feel inclusive, supportive and fun. Creating a strong workplace culture boosts employee engagement and productivity levels as it often makes employees feel happy at work. Put a smile on your workers' faces and give them a reason to come in by putting their best interests at the heart of their employee experience. By doing this, staff can constantly grow and learn while feeling supported and valued.

EMPOWER WORKERS

Have faith in your team and give them a reasonable amount of responsibility. Building up trust with your employees will no doubt boost engagement because of empowering them to take responsibility for their workloads.

Instead of dictating how a task should be done and micro-managing, allow employees to complete the job in their own way. Not only does this allow workers to develop important skills through experience, but it also creates a sense of trust and value.

RECOGNISE YOUR EMPLOYEES

Everyone likes to hear what a good job they're doing or how valued they are, and many employees value recognition more than incentives and gifts. Make sure to praise your employees for good and hard work, no matter how small or big. Celebrating success within the business helps to boost morale and encourages employees to stay motivated. 21% of employees felt that recognition was a top reason for staying in their current role³⁸.

ASSIST EMPLOYEE DEVELOPMENT

More and more workers are attracted to roles that allow them to progress their careers and enhance their learning. Supporting employees by offering personalised training and development is proven to boost engagement, productivity and talent retention. Allowing employees to train and learn new skills also boosts the overall success of the business by having a knowledgeable workforce with varied expertise.

EMBRACE MOBILE TECHNOLOGY TO CONNECT AND SUPPORT YOUR EMPLOYEES

55% of workers said that a mobile app would make them feel more connected and engaged at their company.⁴⁴ With many UK workers owning a smartphone and often using them to complete day to day tasks like managing finances and shopping, it makes sense to create a space where all important documents around their pay and pension sit in one place. You can take employee experience one step further and also allow them access to a discounts portal that offers hundreds of high-street offers, an online 24/7 access GP to reduce absenteeism as well as a content-rich wellbeing centre to ensure employees feel supported at all times.

THE IMPORTANCE OF EMPLOYEE ENGAGEMENT

Many companies do not implement any form of approach to cultivate engaged employees, it can often be seen as an afterthought. The following list shows the many proven reasons why employee engagement should be essential to your organisation.

- Culture, work:life balance and benefits are the most important when it comes to picking a new job³⁵
- Sick leave and accident rates are reduced due to the improved wellbeing of staff, for example the Gallup Poll in 2011 showed that engaged employees took 3.5 fewer leave of absence days than disengaged employees⁵.
- A better workplace environment as staff are positive and enthusiastic.
- Productivity increases due to a motivated workforce, for example, a report conducted by the Work Research Foundation showed that engaged employees outperform disengaged employees by 38%9.
- Employees work better together as they feel more connected and are better at communicating with their team.
- As found by Office Vibe, investing in your employees is linked to a 20% increase in sales¹⁰.

A SKILLS SHORTAGE & UNEMPLOYMENT CRISIS

As the REC announced its latest report on jobs, it's clear the skills shortage challenge is deepening ever further²⁸. With job vacancy rates reaching an 8 month high in July, agencies reported that the supply of both permanent and temporary candidates fell sharply in the same month, and it's an issue affecting recruitment sectors across the board, from healthcare to IT.

The UK unemployment rate is at its lowest since 1975, at 4%, which also makes for a smaller and more competitive talent pool²⁹. The size of the UK workforce is shrinking at the same time as vacancies for skills and labour were growing³⁰.

RETENTION FOR TEMP WORKFORCES & THE GIG ECONOMY

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Providing your clients with the peace of mind that you give enhanced worker support to the temps working on-site can set you apart from your competition, strengthen your relationship with them and certainly boost your reputation in the wider market.

WHAT OPTIONS DO THE RECRUITMENT INDUSTRY & GIG ECONOMY HAVE?

whole lot bigger.

When one of the biggest costs to a But how do you attract and retain the best recruitment business is the attraction of talent in such a competitive market where new candidates, getting maximum return on agencies are all essentially fishing from the that investment from repeated placement same talent pool? The need to stand out, has to be a priority, but we all know gaining to be different and to offer real added value loyalty from a temporary workforce isn't services to candidates has never been easy. When you add to that the pressure more important. And how can you ever from clients wanting to see their preferred get near to any sort of parity of benefits agencies demonstrating how they are and welfare support within the temporary supporting their workforces' physical and workforce? Innovations in employment mental welfare - the challenge just got a administration and engagement are now making this possible.

GET ON BOARD OR GET LEFT BEHIND

There's a growing number of forward-thinking agencies taking active steps to engage and look after their talent in a bid to secure a stronger brand and reputation and ultimately cementing loyalty from their candidates. Not to mention those becoming part of strong movements to improve the welfare and working conditions of key contingent labour, such as those Governed by the GLAA.

When you also factor in the expectations of procurement and supplier selection from the large employers/frameworks and PSL opportunities - who expect to see their temp workers to be looked after and engaged. Offering more to your candidates is no longer a nice-to-have add on if you can afford it – it's a game changer.

WAYS RECRUITMENT AGENCIES CAN GO ONE STEP FURTHER

MOBILE FIRST

We live in a mobile world - your candidates are highly likely to have a phone in their hand for a large percentage of their working day (and at their leisure), it's our first resource for connection now - so if you're not on board with that - you need to be. Look at how you can make the most of this technology to keep your candidates connected, informed, supported & motivated.

BETTER HEALTH SUPPORT = BETTER PERFORMANCE

Your candidates are your workforce - they are your lifeblood, and you need them to be at their peak, so don't overlook the contribution you can make to improve their health and wellbeing.

Providing support that will actively reduce time off to see health professionals and absence due to sickness is going to have a very positive impact on your bottom line -and they will value that vital support! Mobile based GP services, health advise, gym discounts, nutrition ideas are all key to this.

ADD VALUE TO PAY

There's never been a more important time to help your candidate's money go further, many households are under extreme financial pressure right now. Offering easy to use money savings discounts on everyday spending, and mechanisms to save rewards to offset against large purchases is a great tool to help that hourly rate go much further. Put that in a mobile platform and keep reminding your candidates of latest offers and you're already boosting your engagement with them and adding more value to their pay packet.

CANDIDATE RETENTION FOR RECRUITMENT AGENCIES

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Attracting and retaining the best talent in such a highly competitive industry like recruitment is one of the biggest challenges. Candidate acquisition can be one of your biggest investments, but often much of that talent is never engaged with or placed on assignments and sits in the deep dark hole of your ever-expanding candidate database, unless you have sophisticated software and intelligent automation to actively target and map these 'dormant' candidates with roles and regular engagement.

Let's not forget, securing loyalty from temp workers you have placed can be hard to achieve too, in a transient working world with so much choice, access to information and powerful online communities for job seekers. Of course, your recruitment consultants and resourcers are your core assets to achieve this but relationships alone aren't always enough.

Even in a market that's experiencing a flood of new candidates following furlough and redundancies - you can't afford to be complacent, your candidates are the lifeblood of your business, and competition is still high, so have you asked yourself are you offering more than your direct competitors? Can you afford to enhance your candidates' experience of working with your agency? What's stopping you from making this a priority for your business right now?

FINANCIAL WELLBEING

Wellbeing in the workplace is becoming a much more important part in HR strategies and recruitment, with candidates and current employees now often considering benefits packages when it comes to job applications and/or staying/moving to a new workplace.

It's easy to overlook the importance of financial wellbeing, as physical and mental variants are the most common. However, one of the leading causes of stress is financial troubles and worries. Pair this with other personal problems and workplace stress, it's easy for employees to become overwhelmed and struggle to cope.

HOW MUCH OF A PROBLEM IS FINANCIAL INSECURITY TO WELLBEING?

A recent study by Money and Mental Health showed that up to one in five (21%) of the UK workforce are, to some degree, experiencing a form of financial insecurity³. This could be due to debt, insecure working hours, or difficulty meeting day to day living costs. Two-thirds of this group (67%) have also reported at least one sign of poor mental health, ranging from sleeping difficulties, anxiety and increased worry³. With the COVID-19 pandemic, it's easy to imagine the number of UK workers that are currently facing even more financial hardship than before.

POOR FINANCIAL WELLBEING & IT'S IMPACT IN THE WORKPLACE

While financial worries are considered a personal matter, they have the ability to affect the way we work. Poor mental health as a direct result from financial troubles can lower concentration, productivity and increase absenteeism, all of which can impact the overall business success.

CREATING A HEALTHY FINANCIAL WELLBEING CULTURE IN THE WORKPLACE

Many employers acknowledge the importance of supporting the health and wellbeing of their staff, but some may not realise that financial wellbeing falls under this too. Here's what you can do to create a healthy financial wellbeing culture in the workplace.

EASY-TO-ACCESS INFORMATION

HIVE360 commissioned a recent study, People at the Heart, which gave an in-depth look at key engagement drivers for UK employees. Results showed that 52% of workers state poor workplace technology affects their financial wellbeing, which can include the lack of a dedicated area for workers to access information surrounding pay, pensions and financial support². By investing in an employee engagement app, all information is available to employees in the palm of their hand.

FINANCIAL BENEFITS

Offering benefits and discounts to employees can really help to relieve financial pressure. Our People at the Heart research showed that 34% of UK workers use their mobile to manage finances, whether this be using banking apps or shopping². Given this information, it would make sense to implement a benefits platform that is accessible on an employee's phone.

MONEY MANAGEMENT ADVICE

Employers should consider offering in-house training and advice on debt management, savings and budgeting guidance. If skills and resources aren't available to do this in house, several outsourced HR & Payroll companies offer this kind of service through employee benefits.

PENSIONS INFORMATION

Auto-enrolment is now a legal requirement in the UK. Anyone over the age of 22 in full-time employment earning more than £10,000 a year must be automatically enrolled into a workplace pension. Employers shouldn't stop at that and should consider going a bit further in delivering more value around pensions.

This doesn't have to involve offering a higher pension contribution, this simply could mean educating employees on their pension plan, aligning a dedicated HR member to answer all pension queries and making sure that all information regarding pensions are easy for employees to access.

HOW DOES PENSION VISIBILITY IMPACT RETENTION?

Pension visibility relates back to financial wellbeing for employees, and as we learnt previously this is a big contributor to job satisfaction and therefore retention levels. Being able to see a real-time view of a pension fund feeds into overall positive financial wellbeing, as employees are able to see their pot growing nicely, ensuring a comfortable retirement later in life. It also allows them to see their employer contributions towards their pension pot.

PAY & PENSION VISIBILITY

WORKPLACE PENSIONS

The law surrounding workplace pensions changed in 2018 and now requires that all businesses must comply with auto enrolment legislation and provide a workplace pension for its full time workers.

Certainly this has been an excellent step to ensure 'workforce UK' is prepared for its retirement, but how much do they know about their pension and how many know how to access information about it?

PENSION AWARENESS FOR WORKERS

Our People at the Heart survey found that just over a quarter of UK workers (29%) have no idea what their pension is worth, with similar numbers saying they would welcome guidance from their employer on how to access information about their pension and its performance. A further 16% said they didn't know how to access information around their pension, and 26% wanted more guidance on how to access information about their pension².

MAKING PENSIONS AND PAY DATA TRANSPARENT AND ACCESSIBLE

Hours can be wasted for businesses fielding enquiries like; 'I've lost a payslip - can you send me a copy', or 'I can't find my last P45' this valuable time could be used to focus on more productive operational issues.

Digital encryption and the growth in mobile tech allows for very secure and efficient delivery of payslips and pensions information in real time to employees – so they never have to lose a payslip again – you can put all their pay in one place and they can access it wherever and whenever they need it.

WHY ARE BENEFITS IMPORTANT?

Decent benefits and perks are an important sign of a good employer for 42% of workers² signifying how it is an important factor for businesses looking to attract and retain talented individuals. In fact, 65% of business leaders said that they are prioritising employee health and wellbeing initiatives this year in an attempt to recruit

A STARTING POINT FOR EMPLOYEE BENEFITS

With 41% of employees planning on leaving their current employer within the next year, upping your game to try and hold onto talent has never been more important. If you're unsure of where to start with what you can offer to your employees, here are some of our top suggestions:

COMPANY INCENTIVES

These are an effective way to show employee appreciation without breaking the bank. Even small allowances like loosening dress codes, optional late starts, or additional paid holiday can significantly boost employee morale. Whatever the incentive, it shows you're acknowledging the hard work and dedication of your employees, and thus makes for a more enjoyable work environment.

FLEXIBLE WORKING HOURS (FLEXI-TIME)

Especially after a year of remote working following the pandemic, setting up a flexi-scheme has been associated with an uplift in morale and strengthens employee work-life balance. This can lead to increased motivation and productivity around the office, whilst also offering an excellent perk that can make you stand out against competitor firms.

INDIVIDUAL EMPLOYEE CAREER PLANS

Every well-run business should be offering some form of a career vision plan for its employees. It's an excellent management practice and can really help settle employee nerves or doubts, and thus lets them visualise their role in the company long-term. Moreover, this can develop as easily as holding regular one-onone meetings to talk about your employee's career objectives within the company.

REWARD & RECOGNITION

A huge but perhaps more unconsidered part of benefits is reward and recognition. Communication and recognition play a massive part in employee wellbeing with 65% of employees saying they would be happier if they got more recognition at work.



MENTAL HEALTH MATTERS

Arguably now more than ever, supporting work colleagues and employees has never been more important. It's been an incredibly tough and challenging 12 months, with concerns over the pandemic, isolation through three lockdowns, and worries over job security and the uncertainty of the future weighing heavily on our minds. It will come as no shock to learn that mental health issues such as stress, anxiety and depression have risen significantly over the last 12+ months, and workplace issues haven't escaped appearing on the list of causes.

POOR MENTAL HEALTH & ITS EFFECT IN THE WORKPLACE

In 2016/17, 12.5 million working days were lost due to stress, depression, or anxiety in the UK¹⁸. Such a number doesn't come as a shock, if you take into consideration the fact that one in every four people and one in every six workers suffers from a mental health condition¹⁹. That is over five million workers of the over 31 million UK workforce who could be suffering from a mental health condition²⁰. We can only imagine these numbers have spiked significantly since the beginning of the pandemic to alarming rates.

Stress is listed among the top five most common causes of absence by 47% of companies in the UK, and mental health issues is on that same list for 34% of companies²¹. Numbers like the ones above make clear that employee stress and mental ill health are a major challenge for businesses.

Employee health and wellbeing play a major role in both absenteeism and productivity and investing in improving both areas could be the most efficient approach to scale down losses and retain staff.

STIGMA SURROUNDING MENTAL HEALTH

Sadly, the stigma surrounding mental health still exists. While more people are opening up about it, results from our People at the Heart survey show close to a quarter (24%) of workers say they would be uncomfortable speaking with their employer about their mental health issues.

Employers can help staff feel supported by giving them access to confidential help, advice, and support from experts in mental health issues as well as GP advice. This way, employees begin to feel valued by their employer as knowing that there is dedicated confidential support they can turn to when they need help or are in crisis.

THE NEED FOR MENTAL HEALTH SUPPORT THROUGHOUT THE PANDEMIC

This type of support is critical, as analysis of HIVE360's Engage employee App usage over the last year has proved. During the first week of COVID-19 lockdown one in March 2020, Engage recorded an unprecedented 273% increase in demand for mental health support services, and 102% increase in the use of the GP service.

Since October 2020, Engage has had an average of 200,000 user sessions each month, a 70% jump in demand for its personal doctor service during the most recent and third lockdown, and a 39% rise in users accessing carer advice and support.

The number of people using the app's health, wellbeing and fitness advice has risen by as much as 300% since March last year. We have also recorded peaks in user sessions coinciding with government announcements on changes to the COVID-19 restrictions – this was up by 265% between October and November 2020, whilst 850 users visited the mental health support features in December 2020 when the new COVID-19 variant came to light and Christmas 'bubbles' were cancelled.



AN EMPLOYER'S ROLE IN SUPPORTING MENTAL HEALTH

It's no surprise that the Engage App health features have recorded such huge jumps in demand. Even as we journey through the roadmap out of lockdown, employers must aim to proactively offer a variety of benefits that will help foster wellbeing, provide welfare support, and counter the onset of stress, anxiety, depression, and other mental health issues. Using a dedicated engagement portal, like Engage, certainly enables staff to access lifestyle benefits, health advice and support, confidentially, securely and 24-hours a day, seven days a week.

TIPS FOR SUPPORTING EMPLOYEES

Companies have a responsibility to look after their employees and ensure that they feel safe and valued in their workplace. Not only this but having mental health support in place will aid your business growth, with employees feeling seen and valued. Here's some of our top tips on how you can offer the best mental health support to your workers.

COMMUNICATION

You should be open about how you discuss mental health in the workplace. This means having measures like progress meetings and a solution-focused approach to any issues that employees face, as well as points of contact like a manager to offer any necessary support.

UNDERSTANDING

This involves raising awareness of mental health issues to help encourage a more mindful culture in your workplace. Moreover, ensure you have flexibility when it comes to issues that employees face, so that you can remove barriers and meet the needs of your workers.

ACCESS TO MENTAL HEALTH SUPPORT

Your business should consider offering access to mental health support so that your employee wellbeing can be maintained with the necessary professional services. This can act as a vital safety net for those with mental health issue & in criris.

THE NATION'S HIDDEN WORKFORCE - CARING FOR CARERS

Carers UK estimates that there are currently around six-and-a-half million carers in the UK alone³¹, and that number continues to rise every day. A very large proportion of these people are part of the working population. Having to juggle the demands of care support and work can be a very stressful and daunting task, so it's really important that employers take positive steps to identify and support the carers amongst their workforce.

WAYS TO SUPPORT CARERS TO HELP THEM STAY IN WORK

Carers can have a hard time staying in jobs, whether it's because the job is too demanding, or their employer won't accommodate the need to take unexpected time off or move shift patterns around. Taking positive steps in supporting carers amongst their workforce, helps these employees to perform better in their jobs by managing the balance between care responsibilities and work expectations.

STEPS EMPLOYERS CAN TAKE TO SUPPORT CARERS

There are a number of steps an employer can take to support carers in the workplace. Providing information to carers about what support is available to them both in the workplace and externally and how to access it is really important. This can be created in the form of a carers guide that can be shared via your employee communication channels, or staff portal/app if you should have one that gives quick and easy access to information.

START PEER-TO-PEER SUPPORT GROUPS

For some carers, they have no spare time between work and caring to be able to access help and information. Creating peer-to-peer support groups within the workplace for all carers in the company is a great step to showing support. Carers should be able to discuss how they are feeling as well as sharing tips and advice with each other.

By offering this kind of support in the workplace, carers that have no other time to seek help will begin to feel less alone and isolated and are likely to become more engaged at work due to the way in which their employer is looking after and supporting them.



CREATE A SUPPORTIVE ENVIRONMENT & RAISE AWARENESS

It is important for employers to start raising awareness of the company's available support for carers. This ensures that employees with caring responsibilities aren't left in the dark and feeling alone and know exactly what support is on offer for them.

Awareness should also be raised surrounding looking after the wellbeing of carers amongst your workforce, as this makes it a lot easier for carers to approach colleagues for support or vice versa.

THE IMPORTANCE OF LOOKING AFTER CARERS

In our recent study, People at the Heart, 60% of workers who care for someone with a disability or illness agree that poor workplace technology affects their work:life balance, 53% affects their mental wellbeing and 52% affects their financial wellbeing. This shows just how important it is to utilise staff portals and mobile apps to provide support and information, especially for carers.

Having a dedicated space and support line for carers via a company portal can really help with wellbeing and work:care:life balance, as well as assist with financial troubles. Caring for someone can put a huge financial strain on the caregiver, so knowing what support is available to them can make all the difference.

PRODUCTIVITY

The impact of employee engagement and retention on an organisation's productivity has become a hot topic of discussion in more recent years. Disengagement is a huge cause of overall productivity within a company, with research showing that around only one-third of UK employees are engaged with their employer and workplace, with disengagement levels as high as 85%11. This suggests that there is indeed a positive link between engaged employees and improved productivity. Data shows that there is a clear increase in productivity of between 20 and 25% when a workforce says it is engaged with the business, and that engaged employees boost productivity by 18% and profitability by 12%12. Shockingly, disengaged employees cost the UK up to £70 billion per year in lost productivity⁴¹ with a total worldwide annual loss of more than £5 trillion⁴².



In 2020 and 2021, several studies emphasised the importance of employee wellbeing and productivity. Some of the most notable figures were found in the following:

AON'S GLOBAL WELLBEING SURVEY (2021)

Companies that improve their wellbeing services by 4% see a 1% increase in profit as well as a 1% boost to Employee Retention. 91% of UK companies now have employee wellbeing initiatives¹⁵.

Employees who are engaged in their work tend to be happier and healthier, which can lead to greater employee retention and productivity - those who aren't are 60% more likely to make mistakes in comparison with their engaged colleagues. They are also much more likely to be less productive⁴⁶.

THE LINK BETWEEN EMPLOYEE ENGAGEMENT & PRODUCTIVITY

A PROVEN LINK BETWEEN EMPLOYEE WELLBEING AND PRODUCTIVITY

The potential connection between employee wellbeing and company productivity has been continuously highlighted with new data throughout the last few years. 67% of employees have reported feeling isolated and less connected to colleagues, 41% feel that their mental health has deteriorated due to stress and 47% feel that their work has been impacted by a lack of productivity⁴⁷.

60% of SMEs agreed that providing health and wellbeing benefits has a high impact on supporting the productivity of their company, and similarly a further 22% rated having health and wellbeing benefits as being critical to ensuring high productivity across the business⁴⁸. Raising happiness increases productivity by 12 to 14%⁴⁹ - which is hugely beneficial to companies, particularly in a world of post-COVID recovery.

MENTAL HEALTH AND PRODUCTIVITY PILOT (MHPP) SURVEY (2020)

31% of companies saw staff absences due to mental health issues. From the above businesses, performance dropped by an average of 25%¹³.

WESTFIELD HEALTH SURVEY (2020)

Employee mental health absences went up 10% compared to 2019. This led to £1.3 billion lost business. Average sick days for wellbeing issues was at 3.2 in 2020¹⁴.

ENGAGED PEOPLE ARE BETTER PEOPLE

The key to unlocking the best work:life balance is to take an innovative approach to employee engagement which has excellent communication, wellbeing support and financial benefits as its cornerstones. Engaged employees truly perform at their best. Employees will be more committed, innovative, creative, energetic, enthusiastic and ultimately productive, as engaging with employees and enhancing their work: life delivers the potential to ignite business growth and sustained success.

As well as performance and productivity, employee engagement impacts positively on levels of absenteeism, staff retention, client and customer service, and on employee purpose and their communication of their employer brand. It has the potential to deliver a high financial return, as well as a powerful, tangible differentiator for staff retention and recruitment strategies.



COMMUNICATION

Communication in the workplace is one of the most important steps in retaining talent. Quite often, a lack of or break down of communication causes low levels of employee engagement and job satisfaction, thus reducing retention levels across businesses.

WHY IS COMMUNICATION IMPORTANT IN THE RECRUITMENT PROCESS?

Staying in contact with your candidates can help to keep you at the forefront of their job hunt. Being able to provide candidates with simple real time communications and access to inductions, standard documents, news and updates creates a community of engaged people - who feel part of something.

CELEBRATE & RECOGNISE SUCCESS

Simple regular and visible recognition for a job well done, or recognition of key milestones and achievements can cement a relationship like nothing else - having a simple platform to make this easy and accessible can kick start loyalty, and ensure your employees are talking to their friends and family about your business.

COMMUNICATION & CORONAVIRUS

The need for clear communication is more important now than ever. Make a point of checking in with your staff regularly, and ask how they are coping with the change of routine. Use video calls to communicate where possible as this provides a greater level of social interaction than an email or message, which is particularly important for employees who are having little interaction with the outside world and those who live alone. The constant stream of news and social media updates about coronavirus can be anxiety-inducing, so use your video calls to ask employees how they are feeling and listen to any concerns they may have. This doesn't mean you have to provide all the answers - it simply shows you are there to help and that you value their wellbeing and contribution to the business

CONVERSATIONS AROUND MENTAL HEALTH IN THE WORKPLACE

Sadly, many people still feel uncomfortable about approaching the subject of mental health with their bosses - according to the findings of our recent 'People at the Heart' research, over a quarter (28%) of UK workers feel uncomfortable talking to their employer about their mental health².

To address this, employers must seek to create an open culture by promoting honest dialogue, and regular catch ups with team members and holding virtual team meetings is a good way of doing this to give your people the chance to talk about their workload and stress levels.

> It is also important to ensure you keep your employees informed about the impact coronavirus may be having on the business, and any changes that are taking place



INNOVATIVE TECH

Over the past couple of years, many companies have considered or have implemented a digital workplace transformation. Whether this is through HR automation, mobile portals and remote working policies, letting technology lead your business has several benefits. Some that are perhaps overlooked, though, are the benefits technology can have on your company's recruitment and retention process.

THE EFFECTS OF POOR WORKPLACE TECH IN THE WORKPLACE

Our People at the Heart Survey showed that poor workplace tech can cause difficulties and frustration for employees, which in turn has a negative effect on employee wellbeing; up to 60% surveyed feel poor workplace technology is having a detrimental effect on their work:life balance, their mental health and financial wellbeing².

Almost two-thirds (59%) of workers say that poor workplace technology is having a "detrimental effect" on their work:life balance. 34% of staff also believe that technology in their workplace is not fit for purpose².

TECH & RECRUITMENT

With the supply of both permanent and temporary candidates falling sharply, recruitment companies need to stand out in order to attract the best talent and technology can be a great ally.

HAVE A MOBILE FRIENDLY WEBSITE

72% of active candidates visit a company's site via mobile to learn about career opportunities and 45% of candidates have applied for a job via a mobile device²². With numbers like that, it only makes sense to have a mobile friendly website.

More than making it responsive and easy to navigate on a small touchscreen device, it is also important to consider the band limitations of mobile internet and ensure the website is light and renders quickly enough.

MAKE USE OF ALREADY AVAILABLE DATA

We are in the age of data and there are infinite ways in which you can use it to make your recruitment more efficient and effective. For example, analysing data from the best performing candidates you already have in your database can give you a clear insight into the kind of candidate you want to attract and target your efforts.

GET SOCIAL

48% of candidates used social media in the search for their most recent job²³, and that shouldn't come as a surprise. Social recruiting has been a buzz word in the industry for a while, and if you haven't joined the party yet, it's time you do so.

Go beyond the basics of posting your most recent vacancies: establish thought leadership by sharing relevant content and develop a relationship with potential candidates and clients by being personal and relatable.

SUPPORT ONLINE TRAINING

In such a fast-paced working environment, many professionals feel pushed for time and want training that is ondemand and flexible. By offering an online training platform as part of an employee benefits package, top talent are more likely to become attracted to the company as there is a chance for them to progress their careers and upskill at a pace that fits their schedule without disrupting work:life balance.

The more transferable skills a person can gain, the more valuable the employee will become to your company. Investing in the training and development of your workforce ensures your company stays relevant, remains up to date and retains top talent.

MOBILE BASED EMPLOYEE BENEFITS

Employee engagement and benefits are becoming more attractive to candidates when applying for roles, sometimes over salaries. By offering an employee mobile app that hosts a variety of employee benefits and wellbeing support, you are more likely to be successful in attracting and retaining top talent.

By offering benefits in such a quick and easy way, current employees and candidates feel as though their health and welfare, financial wellbeing and development is invested in and are more likely to stay with the business for a longer time. Similarly, with top talent, offering an employee assistance and benefits programme may be the difference between making them apply for one role over another.



MOBILE FIRST

In a world where smartphones are such a huge part of our everyday lives, it makes sense that companies should be incorporating mobile technology into their communication and wellbeing strategies. Since the COVID-19 Coronavirus pandemic started, the use of mobile communications within companies rose drastically following remote working, and despite pressures, employee engagement has continued to rise as a direct result of this.

WHY IS MOBILE TECHNOLOGY **IMPORTANT?**

Mobile technology is a crucial tool used by companies to improve and maximise employee engagement when used successfully. To be able to increase and maintain employee engagement, which in turn boosts employee and candidate retention, employers and decision makers should consider embracing mobile technology and communications during a mobile-first age, to be able to provide staff with the information they want, when and wherever they need it on the platforms and devices they use every day.

A MOBILE FIRST WORLD

Our survey, People At The Heart, shows that workers use their mobile devices for an array of daily tasks; one-third of men (33%) and women (36%) manage their finances through their phones for example, with one quarter (26%) of UK workers admitting that they have no idea what their pension is worth its clear more accessibility of information is needed². Companies who provide their workforce with access to information about their pay, and pension, along with accessible benefits through a mobile-friendly system are building strong, informed and engaged employees.

WHY EMPLOYERS SHOULD CONSIDER IMPLEMENTING MOBILE COMMUNICATION

There are several reasons why employers should consider implementing mobile communication within the workplace. As seen during lockdown, this form of communication has the power to keep all employees well-informed and in touch with the business and colleagues. This means that for businesses that have both a desk-based and mobile workforce, everyone can stay in constant connection.

By having an app that hosts an employee portal, vital updates and company news can be quickly circulated to all employees, meaning that no-one will miss out due to their location of work. This can lead to higher engagement levels as employees feel connected to and valued by their company, and in turn can lead to increased productivity at between 20 and 25 per cent when a workforce engages with the business, whilst productivity increases by 18 per cent and profitability by 12 per cent².

EMPLOYEE ASSISTANCE PROGRAMMES & MOBILE TECHNOLOGY

Over time, more employers are implementing employee assistance programs into benefit packages, however sometimes they are only accessible to a small portion of the workforce by offering in-office support and counselling, tips and

By utilising a mobile app to offer both physical and mental wellbeing advice, support becomes available to a wider number of the workforce. Offering onthe-go 24/7 wellbeing support for your workforce is arguably one of the best steps forward an employer can take in order to drive the overall success of the business.

TRAINING & CAREER DEVELOPMENT

Training and skills development should be available to employees at all stages of their careers, to assist their personal and professional growth, increase their confidence and show their contribution and input is valued. 42% of CEOs said training and development are crucial parts of their talent management strategy³².

WHY IS STAFF TRAINING IMPORTANT?

Staff training is known to have may benefits for your staff and business. Training your staff will give your company a competitive advantage as your staff are more likely to be aware of the latest technological advancements and have a better industry knowledge than their counterparts. They can enable you to see your weaknesses and work on them whereas companies that do not invest in staff training risk falling behind or coming to a standstill.

Employee engagement and recognition is a crucial element to a successful business and training your staff can contribute significantly to achieving this. Staff that feel that they are valued and are being developed have a greater sense of job satisfaction. Greater job satisfaction means staff turnover will decrease and productivity will increase, this is great for the profitability of your company.



DON'T DOWNPLAY APPRENTICESHIPS

It is wrongly assumed that apprenticeships and government apprenticeship funding schemes are aimed at school leavers only. The modern Standards of Apprenticeships enhance not only the first steps onto the career ladder, but also support career development or paths for all staff regardless of age, job role, level or ability²⁴.

Introduced in 2017, the apprenticeship levy can be used to fund apprenticeship training in businesses with an annual payroll bill of over £3 million. Strategic use of this can help to develop leadership teams, and close core skills gaps across your business.

WHY YOU SHOULD INVEST IN TRAINING RESOURCES TO BOOST RETENTION

An additional bonus to having staff training resources at your company is that you're more likely to attract and retain the best talent. Giving your staff opportunities to develop themselves is something many potential employees look for when searching for a job.

Ultimately, by investing in training you are gaining skills from within the business, which will in turn improve your bottom line. This is especially true if you choose an ongoing training solution that continues the development of your staff.

offer training to staff²⁵.

Statistics from recent research confirm the huge impact that COVID and lockdown are having on worker development, training and skills. Over half of UK companies are reporting skills shortages²⁶, 1.25 million UK employees are considered not 'fully proficient at their jobs' by their employer²⁵, with building critical skills in their organisation being the number one priority for HR leaders next year²⁷. Nearly 60% of workers embarked upon their own skills training last year, highlighting an unfulfilled appetite in the workplae for greater knowledge³⁸.

There is a clear need and appetite for accessible skills, so developing and offering a comprehensive training function for your employees is a must.

HIVE360

At HIVE360 we believe that everyone deserves the best work experience, and that great communication, wellbeing support and financial benefits are the cornerstones of this. We empower businesses of all sizes to achieve better engagement with their people, because engaged people are better people.

We are experts in payroll, but we're also passionate advocates of better access to employee benefits and wellbeing support.

WE'RE COMMITTED TO:

- Taking the hassle and cost of 'back office' duties such as payroll processing and pensions administration, away from managers so they can focus on building their business;
- Helping companies attract and retain the right people through accessible and innovative employee benefits and wellbeing support via our inclusive Engage App.
- Ensuring companies are fully compliant across the tax, HR, GDPR and compliance 'minefield'.

A COMPLETE SOLUTION TO **PAYROLL & BENEFITS**

With HIVE360 you have a reliable and expert partner to help ease the burden of your critical employment administration and compliance, but we do things a little differently to the traditional payroll providers.

We take a holistic view that focuses on delivering compelling cost savings to your business and factors in boosting your employees' experience and wellbeing too by including our branded employee benefits and wellbeing app as standard.

Our solution will help you to kick start your employee engagement with a sophisticated mobile Engage App platform for your people, that brings everything together. It's a win win!

PAY, BENEFITS, PERKS & WELLBEING SUPPORT - IN THE PALM OF YOUR HAND

When you outsource your payroll and vital employment administration to HIVE360 we include our employee pay and benefits app as standard within our solution. It's a value-added employee perks app which unlocks access to a vast array of inclusive features. Imagine the impact of offering your employees a complete package of 24/7 GP & mental health support, money-saving lifestyle discounts and streamlined employment communication in an easy-to-use mobile portal that's branded with your logo.



IMPROVE YOUR ABILITY TO ATTRACT : RETAIN : ENGAGE RETAIN WITH HIVE360

MY DISCOUNTS

- Access to the largest employee discount scheme in the world, easy to use transparent savings on everyday spending, instore and online
- Attractive mobile phone savings
- Savings on vital personal insurance policies
- National gym discounts



- A secure and encrypted central portal for all GDPR compliant payslips
- A user-friendly pension dashboard, for access to real-time performance
- Pay documents and important pay update alerts



MY HEALTH

- Personal doctor service with 24/7 'click to call' access to NHS GPs
- 24/7 Personal mental health counselling and crisis support helpline
- Carer support a vital resource of telephone advice and online guidance for working carers
- A library of health and well-being advice, guides and resources



MY WORK

A central communication platform and document storage area to welcome new starters, offer peer to peer recognition, broadcast company announcements, and so much more



IMPROVE YOUR ABILITY TO ATTRACT : ENGAGE : RETAIN WITH HIVE360

HIVE360's solution is designed to offer your business support and incentives for all staff and potential recruits. This includes our unique and dynamic employee benefits which are delivered through our Engage App, that includes an array of vital health support that also focusses on Employee Wellbeing to help strengthen your workplace environment. In short, a varied set of perks helps greatly when improving employee retention, so that is exactly what we offer.

To find out more about how HIVE360 can benefit your business and its ability to retain employees, then please get in touch or call us on 0121 661 4851

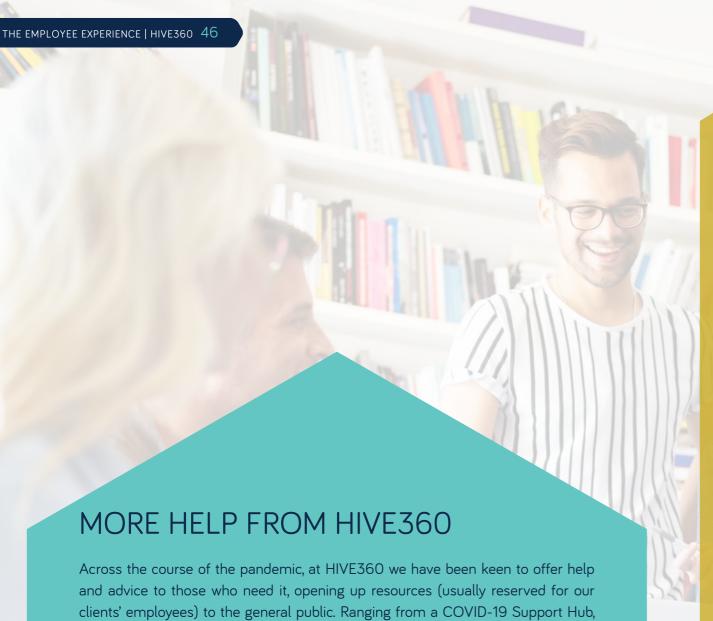












self help guides and business advice, you can find a wealth of resources below:

- COVID-19 Support Hub
- Coping with Anxiety
- Coping with Stress
- Coping with Sleeping Problems
- Coping with Depression & Low Mood
- Alcohol and You
- Food for Thought: A Guide to Healthy Eating
- Feel Better. Live More. Podcast with Dr Rangan Chatterjee
- Get Some Headspace Guided Meditation
- Post Lockdown Anxiety Tips

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- 8 The Great Perk Search: Which Employee Benefits Are Best for Your Business Perkbox
- 9 Work Research Foundation
- 10 <u>Employee Engagement: Seeing the Bigger Picture Office Vibe</u>
- 11 What is Employee Engagement and How Do You Improve It? Gallup
- 12 <u>How Employee Engagement Drives Growth Gallup</u>
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- 34 The Next Great Disruption is Hybrid Working Are We Ready?
- 35 Purpose is Next Big Leadership Challenge
- 36 Boss Claims Workers Get Too Much Pay & Benefits Is He Right?
- 37 When Disengagement Leads to Mistakes
- 38 Achievers Engagement & Retention Report
- 39 The Worldwide Employee Engagement Crisis
- 40 Are Your Star Employees Slipping Away?
- 41 Just How Much are Disengaged Employees Costing Your Business?
- 42 State of the Global Workplace
- 43 Employee Engagement It's Time to go All In
- 44 Your Biggest Brand Champions are Missing Out
- 45 Using HR Software to Support Your Health and Wellbeing Strategy
- 46 Rethinking Your People Engagement Strategy
- 47 Leadership Disconnect
- 48 60% of SMEs Say Offering Health & Wellbeing Benefits to Staff Boosts Productivity at Work
- 49 The Importance of Employee Wellbeing for SMEs







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SOCIALS









