



EMPLOYEE ENGAGEMENT IS NO LONGER OPTIONAL

Employee engagement has become a bit of a buzz word in the last several years. Industry leaders, motivational speakers, business blogs, and news articles seem to be full of advice on how to engage employees. While employee engagement can be a little elusive, it's typically defined as employees within an organization who are personally invested, care about their work, and generally enjoy what they do. Perhaps unsurprisingly, most employees are not engaged. In fact, some studies even suggest that organizations throughout the world are facing an employee engagement crisis (Gallup). Only 32% of employees are classified as engaged, leaving 70% of the world's workforce either indifferent or actively disinterested in their occupation (Taylor).

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But the real question is, does it matter? After all, workers are treated civilly, paid a decent wage, and even have the occasional HR sponsored party. Isn't that enough? While organizations have been able to evade engaging employees in the past, doing so is no longer an option. If businesses want to stay competitive and continue toward long term success, employee engagement can no longer be a backburner HR assignment. It must become a serious priority.

ATTRACT AND RETAIN TALENT

While the adage “money can’t buy happiness” has been around forever, employees finally seem to be taking it seriously. For perhaps the first time in recorded work history, employees expect occupations to be an engaging experience. Employee engagement is no longer a nice perk, but a baseline expectation, and often a stronger motivator than monetary compensation, additional benefits, or sometimes even the job itself (Glassdoor). For the modern employee, work has to be meaningful, purpose-driven, and part of something significant. Companies who don’t take engagement seriously, face significant disadvantages attracting and retaining quality employees (Gallup).

Increased Employee Engagement Leads to:



**22% HIGHER
PROFITABILITY**



**26% GREATER
STOCK PRICE
GROWTH**



**UNMATCHED
CUSTOMER
EXPERIENCE**



**5X MORE LIKELY
TO RECOMMEND**

Today’s prospective employee has unlimited access to resources unimaginable only a few years ago. Online job boards, digital networking, and remote work possibilities, combined with an already strong job market, have made finding employment more accessible than ever. Skilled employees, rather than having to settle, have become active consumers of the job market. Moreover, job review sites like Glassdoor, Facebook, and LinkedIn have only enhanced the job shopping experience, allowing a potential applicant to view company values, benefits, and experiences firsthand before they even apply.

And if growing digital resources weren’t enough, the expanding gig economy offers even more freedom and flexibility. If workers don’t find a specific organization that meets their needs, side hustles, freelancing, and part-time employment let them literally craft their own custom work environment. With so many more competitive factors, organizations hoping to instill employee loyalty can no longer afford to ignore engaging their employees (Gallup).

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As companies refocus their efforts to support and encourage employees, they naturally attract new talent and create dedicated workers throughout the organization (Wickham). In fact, highly engaged employees are 87% less likely to leave a company (Armstrong) and five times more likely to refer a friend or relative (Quantum). Similarly, disconnected and disengaged employees are more likely to seek out additional employment. While 37% of engaged employees are open to hearing about new opportunities, 73% of disengaged workers are actively looking for a new job. By increasing their efforts to support and engage employees, organizations can decrease company turnover by as much as 59% (Gallup).

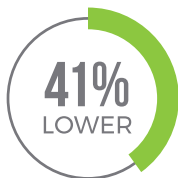
IMPROVE YOUR ENVIRONMENT

Employee engagement doesn't just keep workers around either; it enhances their entire experience. Engaged employees enjoy their jobs and know managers have their best interest at heart, significantly reducing negative stress and creating a healthy work environment. While many "cutthroat" organizations mistakenly presume that pressure pushes employees toward improved performance, unmanageable or regularly reoccurring negative stress takes a significant toll on employee health, causing unfocused work, decreased productivity, and increased medical costs (Grossman).

In fact, recent studies have revealed that health care expenditures at high-pressure companies are nearly 50% greater than at other less stressful organizations (Grossman). The American Psychological Association estimates that workplace stress and its accompanying illnesses add up to almost \$500 billion every year (Wickham). The American Psychological Association has also discovered that 93% of employees who feel valued at work actively try to contribute their best efforts, while only 33% of regular employees feel a similar motivation (Wickham).

WHEN COMPARED WITH BUSINESS UNITS IN THE BOTTOM QUARTILE OF ENGAGEMENT, THOSE IN THE TOP QUARTILE REALIZE IMPROVEMENTS IN THE FOLLOWING AREAS:

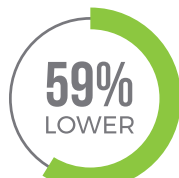
Absenteeism



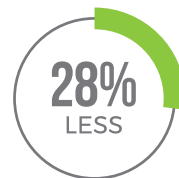
High Turnover Organization



Low Turnover Organization



Shrinkage



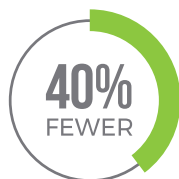
Safety Incidents



Patient Safety Incidents



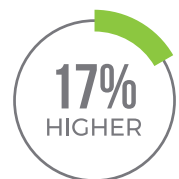
Quality Defects



Customer Metrics



Productivity



Sales



Engaged workers are also more mindful of their surroundings and more in tune with the needs of those around them, creating a safer, more unified, and happier workspace. Highly engaged organizations, on average, realized a 70% decrease in employee safety incidents and a 58% decrease in patient safety incident (Gallup). And disengaged employees are nearly twice as likely to be injured at work as their more engaged peers (Rogel).



Employee engagement is contagious, as happy employees naturally help coworkers find meaning in their work and make connections between individual roles and the larger mission of the organization (Baldoni). In fact, employees with highly engaged managers are 59% more likely to be highly engaged as well (Gallup). Increased engagement even benefits employees after hours. A Kansas State study recently found that individuals with positive work experiences are better able to handle issues at home and become more effective in their overall home environment (Wickham).

BUILD A BETTER BRAND

As employees support and encourage each other, they naturally become internal brand ambassadors. Brands are a company's personality, values, and opinions. They help people understand what to expect as they interact with an organization. Most companies are familiar with external branding, how they present themselves and their products to their customers. But companies also have internal branding, how they present themselves and interact with existing or potential employees. Brand ambassadors, whether internally or externally, believe in the company, invest in its success and promote it to those around them.

Internal brand ambassadors are a huge advantage to competitive employers. Prospective workers, and even customers to a certain extent, see employees as trustworthy insiders with firsthand experience about an organization, free from PR agendas and opinionated advertising. Their recommendations are taken seriously, and have significant weight, especially in today's consumer-centered job market. Whether brand ambassadors are advocating online or sharing experiences in person, their recommendations influence others and diversify a company in an authentic way advertising could never accomplish (Gallup).

Internal brand ambassadors easily attract new customers, clients, and employees, and add authenticity to a company's claims (Clark). Any organization can say they value their workers and provide a supportive work environment, but excited internal brand ambassadors provide proof and validity to PR announcements, mission statements, and company mantras. Moreover, businesses with supportive ambassadors don't only see improved employee support. Organizations with formal employee engagement programs demonstrate, on average, 233% greater customer loyalty (Armstrong).

BOOST PROFIT AND PRODUCTIVITY

Employee engagement even benefits companies in a more traditional sense by boosting overall profit and productivity. With an increased sense of trust and understanding, engaged employees can think more creatively and are more willing to share new ideas. As coworkers communicate and collaborate about projects together, problems find faster solutions, innovations flourish, and employees receive the feedback they need to nurture new concepts and stay ahead of the competition (Quantum).

In fact, the increased levels of attention and interest found in highly engaged employees lead to a 43% greater yield on overall productivity and an average of 26% higher revenue per employee (Burke). While actively disengaged employees are estimated to cost organizations throughout the United States between \$483 billion and \$605 billion every year (Gallup), actively engaged employees boost sales by 20% in most businesses, leading to 21% higher profitability than their less engaged competitors (Wickham).

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Engaged employees take work seriously and feel a sense of ownership toward their organization, increasing work quality as well. After engaging employees, organizations typically experience a 28% reduction in inventory loss and a 40% reduction in quality defects, saving employers significant time and money (Grossman). Engaged businesses across the United States also showed a 41% reduction in absenteeism (Robins), demonstrating increased employee dedication, commitment, and personal investment.

Employee Engagement by Company Size



Percentage based on 2016 research

MANGOAPPS IS THE ANSWER

While employee engagement has been considered a good idea for over a decade, employers can no longer ignore its importance. And thankfully, most businesses finally agree. In a recent study, 85% of surveyed executives rated engagement as an important or very important priority (Davis). But knowing changes need to happen is only the first step. Just 15% of current employees strongly agree that their organizations make them enthusiastic about the future (Gallup). So how can businesses improve engagement while cultivating a successful work environment? That's where MangoApps comes in.

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At MangoApps, we don't just understand the significance of employee engagement, we make it happen. With completely customizable workplace software, MangoApps gives businesses the freedom they need to design their perfect digital environment, no matter their size, industry, or organization. Our comprehensive tools help companies reach out to every employee, from frontline workers spread across the community to office employees working around the world. We give coworkers the chance to build lasting friendships through engaging employee social networks, help leaders show support with easy to use rewards and recognitions, and keep projects on track in dedicated group spaces. We aim to engage employees with every interaction. To learn more about MangoApps and how it empowers companies of every size, contact us or schedule a personalized demo today.



ABOUT MANGOAPPS

MangoApps is the hub of any digital workplace. It is the central location employees go to for fast and seamless access to all the tools they need every day to share, communicate, collaborate, find & learn. MangoApps provides core new tools like enterprise social networking, modern Intranet, team collaboration & employee engagement software while integrating with existing enterprise systems so employees have access to everything they need in one place. For more information, please visit www.mangoapps.com

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ARE YOU READY TO LEARN WHY MANGOAPPS
IS THE PERFECT HUB FOR YOUR DIGITAL WORKPLACE?

Schedule a personalized demo and see what MangoApps has to offer.

Or see for yourself today with a ***free trial!***



MAKING WORK SMARTER, FASTER AND MORE PRODUCTIVE

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Email us: sales@mangoapps.com

Schedule a demo: <https://www.mangoapps.com/schedule-a-demo>

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