

The Employee Engagement Problem

The Problem

Organizations are striving to create sustainable competitive advantage, value and ROI. Having an engaged workforce plays an important role as a vital competitive differentiator. Yet, according to Gallup, only 13% of employees worldwide are engaged at work!

So why is the current working environment poor at creating high levels of employee engagement?



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Gallup

The Reason

Poor Reach



There is a rapidly growing trend towards a more mobile workforce. Your non-desk based employees, seasonal and shift workers, may not have access to company computers or have company email addresses. This can make it very hard to include and involve all employees in company communications.

Poor Understanding of Company Strategy



Communicating the company's strategy and goals to employees is imperative to increasing engagement. It gives employees a sense of purpose in the organization and an understanding of their role in its success. Without clear communication of direction, performance and morale will suffer.

No Employee Voice



Employees that have no way of sharing opinions, ideas or work experiences, are often left feeling like just a number that is not recognised by the company and their peers. A closed culture that doesn't encourage communication and sharing can create social divides at work, creating negative strains between departments and hierarchies.

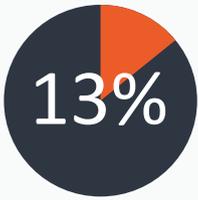
Channels Too Traditional



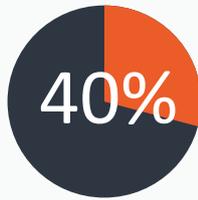
Communications can get lost in some traditional channels. For example emails, if all employees have it?!, they often arrive when inconvenient and can get buried amongst more pressing issues. You need to cut through the noise and provide compelling content on employees preferred platform, just as you would with your customers.

The Impact

A great deal of outcomes occur as a result of the employee engagement problem. Social divides between the informed 'White Collar' and disconnected 'Blue Collar' employees. Individuals not obtaining personal satisfaction from their work, causing them to disengage and become unproductive, or leave, resulting in high attrition rates and costs of retention and recruitment. The brand can be affected as it will not be seen as an attractive place to work and therefore it's less likely to attract highly skilled and talented individuals.



participate in their intranet daily, 37% say they never do.
Prescient Digital Media



know about their company's goals, strategies & tactics.
Bain



annual net income for companies with highly engaged employees.
Kenexa

The Solution

Employees need an inclusive method of communication which unites all areas of the workforce. The StaffConnect Platform delivers a solution which employees can access on their personal, or work provided, smartphone and tablet. This enables every employee to be connected, no matter where or when they are working.

Through an engaging employee app, an easy to use admin console and a comprehensive success programme, StaffConnect is transforming how you reach, communicate and engage your employees.



An Interactive App

Enabling employees to engage with company communications, celebrate successes and share their experiences.

An Intuitive Admin Console

Providing authorised administrators a powerful yet simple tool to securely manage all aspects of the StaffConnect platform.

The AppSuccess Programme

Consultation and creation services which helps every customer to execute a successful launch and ongoing use of StaffConnect.



StaffConnect is about Inspiring the Emotionally Connected Organization. Empowering your entire workforce to interact, share and collaborate with any form of internal communication no matter where they are or what they do.

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