

Lead the Retention Revolution

How SkillSurvey Fights
Back Against the
Great Resignation



The Retention Revolution

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Retention is the greatest challenge facing employers today. Constant employee turnover drains resources and slows growth. To reverse the trend, employers must revolutionize the way they work.

To remain competitive, employers must do all they can to retain and develop talent. It's no longer enough to hire new employees and expect them to find their own way in the workplace. Instead, organizations must undergo a paradigm shift in the way they think about employee experience, leveraging tools that collect feedback and track engagement.

Read on to learn what it takes to make this happen — to transform your organization — to join the Retention Revolution.

The Great Resignation Has Stretched Talent Teams

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We've all read about the Great Resignation. People are leaving jobs in search of something better: higher pay, greater flexibility, and in some cases, retirement. At first, it seemed like the trend toward increased job-hopping — that spiraled out of control with the COVID-19 pandemic — would be a blip on the radar. It ended up being an unprecedented transformation in the world of work.

Subsequent studies suggest that the Great Resignation is here to stay as about a quarter of Gen Z and millennial workers say they [plan to leave their current jobs](#) within the next six months. Not only that, but 75% of Gen Z workers say they're willing to [switch career](#)

[paths entirely](#) if the right opportunity presents itself, double that of any older generation.

And it's not just younger workers driving the resignation trend. Since 2019, the [rate of retirements](#) has accelerated, contributing to the also [much-discussed labor shortage](#) in the United States. The result of all these influences is that [88% of states in the U.S.](#) have not yet reached pre-pandemic employment levels.

In other words, it's critical to retain top talent because it will be difficult to find a replacement.

**Workers who plan to leave
their jobs within six months:**

25% of Gen Z

23% of millennials

18% of Gen X

75% of Gen Z workers say they're willing to switch careers for the right opportunity.

Employers **Need** a Retention Revolution

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Resignations jumped 29% between 2020 and 2021 — that's why we keep hearing about the Great Resignation. But the number of people changing jobs each year has been [trending upward over the last five years](#), albeit at a slower pace. With so many people changing jobs, it's understandable that many workers don't last long before moving to another position. In fact, [40% of employees](#) leave their jobs within the first year.

The reasons why people change jobs are many — for example, better pay and more flexibility. With retention being such a concern for many organizations, workers have the advantage. They can follow opportunities and possibly find a better situation. But although this reshuffling of the workforce may be good for individuals, it's a problem for employers. [Turnover is expensive](#). Replacing an employee who resigns can cost up to double that employee's annual salary. It's detrimental to work quality, and can be hard on morale. No wonder employers are so interested in limiting turnover.

A big part of the cost of turnover is hiring someone new, and the cost of that is rising. In addition to the time it takes to interview, onboard, and perform other tasks, the cost of listing jobs [rose 43% in 2021](#).

40% of employees leave their jobs within the first year.

Since it's so expensive to hire and onboard new team members, employers need to do everything they can to ensure people are getting what they need. And we know that much of employee turnover is preventable. In fact, 52% of employees who leave a job voluntarily say their manager or employer [could have done something to keep them](#). And employers aren't being very proactive. Fifty-one percent of employees who voluntarily leave their jobs say that neither their manager nor any other leader in their organization spoke with them about their job satisfaction or future in the three months prior to their exit.

In short: Employers aren't doing enough to support employees. They're not doing enough to respond to their concerns or their needs. **Employers need to revolutionize the way they approach the employee experience.**

Join the Revolution

When Sir Francis Bacon (and *School House Rock*) wrote about the importance of knowledge, they weren't talking about human resources — but they may as well have been. The more you know about what your employees are experiencing and feeling, the more you'll be empowered to build on what's working — and fix what's wrong.

Employees need to have a great experience from the start — including recruiting, onboarding, and post-hire. If you struggle with employee retention, engagement, and satisfaction, chances are there's a disconnect in your hiring process and employees are having a negative experience at some point along the way. If that's the case, you need to revolutionize the way you do business. Here are three steps that can help you join the Retention Revolution.



**Knowledge
itself is power.**

— Sir Francis Bacon, 1597

Step 1:

Understand the employee life cycle

Revolutionary employers build knowledge by understanding the employee life cycle. They know how to leverage this knowledge for a better employee experience, engagement, and retention.

The employee life cycle helps employers visualize employee experience. Gathering data at each stage offers insight into what could happen at later stages (in other words, warning signs that someone may want to leave).

But what is the employee life cycle? Use this guide to help inform your organization's practice and attend to the needs of each employee throughout their work experience.

Pre-hire: This includes recruiting, interviewing, and — for successful candidates — being hired.

Onboarding: It takes time for an employee to learn new systems at a new job. Because there's so much to learn in such a short time, onboarding can be stressful. That's why it's so important to support employees throughout the onboarding process.



Post-hire: Once an employee is onboarded, organizations have the opportunity to engage, develop, and retain them. Post-hire encompasses the employee's working experience from onboarding up to their exit from the organization.

Exit and Offboarding: Whether an employee leaves voluntarily or they are asked to go, exits offer invaluable insights into the employee experience and supervisor satisfaction. You'll learn what makes employees want to leave, why they may have been disengaged, and how you can better support people in the future.

Employer

Attract



Source

Interview & Hire

Reference



Onboard



Engage,
Develop &
Retain

Post-Hire



Exit &
Offboard



Find

Join

Start

Succeed
& Grow

Transition

Employee

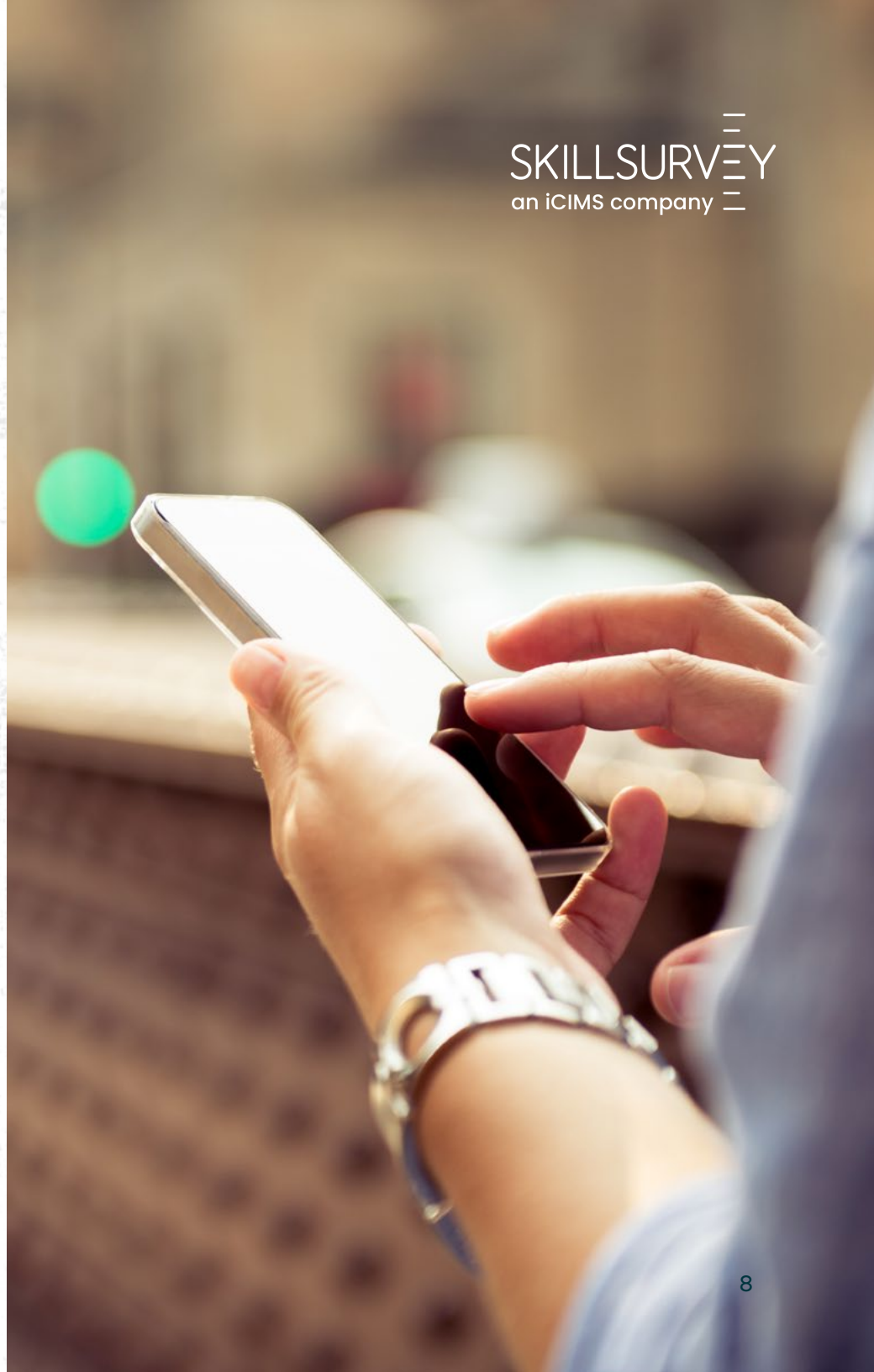
Step 2:

Use data to drive action on your hiring, onboarding, and retention efforts

Employers often struggle to make the connection that retention is influenced by the way they hire, onboard, recognize accomplishments, mentor, and otherwise engage with employees once they're hired. But rich analytics can help you discover the root causes of turnover, empowering you to make a positive change.

What does this kind of data look like? Organizations need rich analytics, with a cloud-based solution for candidate and employee feedback collection, to solve the root causes of turnover and improve retention.

Employers often struggle to identify who is at risk of leaving the organization. But with the right data, employers can get candid employee feedback across the employee experience to understand where and how improvements need to be made. This includes feedback on recruiting, during the employee experience, and in the event of the employee's exit from the organization.





Having post-hire engagement data at your fingertips — and acting upon it — can result in [significant long-term value](#) for your organization. By addressing the root causes of turnover through post-hire engagement, organizations can potentially:

- Have 41% less disengagement/absenteeism
- Experience up to a 59% reduction in turnover
- Build a highly engaged team, which increases profitability by 21%

When you consider that the average turnover rate across industries in the U.S. was [47.2%](#) in 2021, it's clear that most organizations need a revolutionary change.

What does all of this mean for your organization? A company with 500 employees with an average salary of \$50,000 would likely see \$456,000 additional revenue, reduced turnover, and reduced absenteeism with [post-hire engagement](#). And that doesn't even factor in the estimated 21% spike in revenue highly engaged organizations typically gain. Now that's revolutionary.

Step 3:

Revolutionize employee engagement

Once you begin collecting and understanding data, take action. In the past, HR dedicated most of its time and energy to the pre-hire stage of the employee life cycle. When this is the case, the quality of an employee's experience post-hire — whether good or bad — comes down almost exclusively to the manager. And that often spells disaster for employee retention, as [half of all employees have left a job to “get away from a manager.”](#) according to Gallup. To ensure employees are having a positive experience at work, a more robust support structure is needed.

In reality, if employers are successful, the vast majority, and therefore the most impactful, time people spend on the job is in the post-hire stage. For this reason, it's critical to not only dedicate resources to people you're trying to bring into your organization, but also to those who are already there. But the responsibility for ensuring a good employee experience is shared between HR, managers, and senior leaders.



How do you do this? Here are three tips that can help you revolutionize employee engagement:

1. Check in with employees early, and check in often

The first step is to identify opportunities to engage employees before they decide to move on. To do this, employers must get feedback from employees regularly about their goals, their concerns, and their observations. This way you'll better understand what motivates and challenges employees. And you can't wait too long. It can be easy to let several months go by before engaging with a new hire, or to forget to connect with someone who's been with you for years. But regardless of how long someone has worked at your organization, it's critical to show an interest, listen, and take action based on the things employees share.

You need an employee feedback collection software that has surveys for candidate experience, onboarding, and ongoing engagement — and even exit. Next, work to better understand what motivates and challenges employees — especially those who have recently joined your organization.



2. Use data and feedback to help you make informed decisions

The right technology solution can help you make informed decisions that are backed by data. For example, [SkillSurvey provides surveys](#) that collect data on the hiring experience, onboarding, employee engagement, and voluntary exit. A dashboard of results from these surveys provides insights into what's working and how you can improve in your employee engagement and retention efforts.

Additionally, collecting feedback from managers is a helpful way for leaders to understand what's going on in the organization and whether recruiting efforts are bringing in the right talent. Managers ideally have a close working relationship with people on their team and can provide valuable insight into why an employee didn't work out, or why they're thriving. Additionally, viewing manager feedback alongside your employees provides a full picture.

3. Ask the right questions so you know you can trust the data

Employee surveys are a great way to collect data on the state of employee engagement at your organization. However, few HR professionals and business leaders are experts in primary research. Self-designed surveys can lead to asking questions that haven't been validated for bias, launching surveys without proper confidentiality controls, and getting feedback that doesn't get at the real challenges facing the organization. However, a talent intelligence partner can help you make sure the surveys you're using to measure engagement have been scientifically validated and designed to elicit frank and non-biased responses. In other words, you'll get the data that will help you make the right decisions, improving both engagement and retention.

**Employer engagement
increases employee
 productivity by 21%.**

Your Revolutionary Solution: SkillSurvey Post-Hire™

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Understanding why you struggle with employee retention, engagement, and satisfaction is just the first step. You need a partner that gives you the tools to lead the revolution. You need [SkillSurvey Post-Hire™](#).

SkillSurvey's talent intelligence suite is an all-in-one solution that delivers measurable data from hiring to employee exit. With our SkillSurvey Post-Hire™ solution, you gain a quick and easy way to gather actionable feedback on the critical stages that influence an employee's perception of your organization and help ensure they stay long term.

With SkillSurvey Post-Hire™, you'll:

- Automate ongoing feedback collection so you save time and resources
- Build more engaging employee experiences
- Discover root causes of turnover
- Gain valuable feedback for your DE&I initiatives
- Obtain a more holistic view of your talent acquisition and management efforts

[SkillSurvey Post-Hire™](#) is an all-in-one solution that's easy to use, backed by science, and flexible to fit your needs.

Here's how SkillSurvey Post-Hire™ does it:

- Confidential surveys encourage candid feedback
- Surveys grounded in psychological research to optimize response rates
- Deep, insightful analytics that help you take meaningful action
- Aggregated data and trend visualizations to help you understand the data and drill into specifics like departments, demographics, and job roles
- Dashboard that gives you up-to-the-minute insights on engagement and satisfaction, as well as supervisor feedback on new hires and involuntary exits

Learn More About SkillSurvey Post-Hire™

SkillSurvey Post-Hire™ provides the insight you need to keep the people who make your organization great. Gather ongoing employee and supervisor feedback to develop an exceptional hiring process, build epic onboarding programs, retain your star performers, and create more engaging experiences for every employee.

Make every hire a successful one with SkillSurvey Post-Hire™.



Learn More About SkillSurvey

We are obsessed with how smart technology and the science of human behavior can transform burdensome processes into streamlined, automated business practices that deliver reliable, data-driven insights.

With each innovation, we have remained committed to what put us on top — applying the science of human behavior in innovative ways to deliver reliable and deep insights.