

# ANATOMY OF EMPLOYEE ENGAGEMENT

HOW TO CREATE A CULTURE OF EXCELLENCE

## WHAT IS EMPLOYEE ENGAGEMENT AND WHY IS IT IMPORTANT?

Employee engagement is a measure of employees focus, investment, and connection at work. In general, engaged employees are committed to their jobs, buy in to your corporate values or mission, and contribute reliably to the team.

## HIGH ENGAGEMENT OFFERS SEVERAL TANGIBLE BENEFITS:

- ✓ **DISCRETIONARY EFFORT** – Engaged associates go the extra mile to get the job done!
- ✓ **RETENTION** – Engaged associates stay with the organization longer!
- ✓ **DILIGENCE** – Engaged associates are more focused and make fewer mistakes!

## WHAT DOES AN ENGAGED ASSOCIATE LOOK LIKE?

### KNOWLEDGEABLE

Is confident in their work and can execute tasks with minimal supervision

### PERSONABLE

Ready and able to greet, help, and engage customers

### RELIABLE

Is a valued teammate to managers and peers

### INVESTED

Wants to do a good job, keep learning, and grow in their role

### PROACTIVE

Completes assignments without reminders and pitches in to help teammates

### PROMPT

Shows up on time and ready to go every shift

## HOW DO YOU CULTIVATE AN ENGAGED WORKFORCE?

### COMMUNICATE + COLLABORATE

**74%** of employees think a good relationship with their supervisor is key for engagement

### SCHEDULE FOR SUCCESS

**78%** of employees report that flexible work arrangements encourage productivity

### OFFER CONTINUOUS LEARNING

**92%** of retail employees feel that formal training improves their job engagement

### REWARD PERFORMANCE + OFFER GROWTH

**61%** of employees who believe their manager supports their strengths are engaged at work

## WHAT SOLUTIONS MAKE EXCELLENCE EASY FOR ASSOCIATES?

### EMPLOYEE SELF-SERVICE

Give associates control over their schedules with easy access and the ability to maximize their availability for an **8%** reduction in turnover

### 2-WAY COMMUNICATIONS

Empower associates to connect with peers, coordinate with managers, and get real-time updates on key projects and initiatives

### SINGLE PLATFORM FOR ALL WORK

Make it easy for associates to complete work—proactively and correctly—with a modern work interface and intelligent prioritization

### GAMIFICATION

Reward high-performance in real-time and make work fun for associates



## WHAT SOLUTIONS EMPOWER MANAGERS TO BUILD ENGAGEMENT?

### SMART SCHEDULING

Accurately align associates' skills and availability with demand for a **7%** increase in sales and **5%** increase in labor productivity

### UPSKILLING + KNOWLEDGE SHARING

Identify opportunities for upskilling with AI-powered staff planning and offer easy access to documentation and training resources

### PERFORMANCE MANAGEMENT

Recognize high performing individuals or teams in real time with AI-guided reporting and notifications

### REAL-TIME VALIDATION

Use intelligent task management to verify completed projects and provide timely feedback



## BOTTOM LINE

Experienced, engaged employees help lower costs, drive sales, and create better customer experiences.  
Invest in the right solutions today to empower engagement!