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Lessons for Loyalty

Senior management understands that frequent staff turnover results in profit loss, disruption to work flow, uneasy colleagues and frustrated clients.

Staff retention is improved by having 'engaged employees' because they feel connected to their workplace, becoming committed to a company's core objectives and are therefore more likely to stay longer.

Recent Gallup research cited on RedBallon.com.au states that engaged employees deliver 27% higher profits; 50% higher sales; 50% higher customer loyalty; and 38% above average productivity.



Some ways that employers can help staff achieve this sense of engagement can be through well-conducted, regular performance reviews, focusing not just on work productivity but their overall wellbeing.

Employers also need to ensure that an employee's skills are used to the optimum, and that a good relationship exists with their immediate supervisors. Senior management needs to communicate their business goals clearly down the ranks and strive to develop a healthy corporate culture. The successful end result will be employee engagement.

Resources:

To read more on employee engagement, visit:

www.redballoon.com.au/corporate/engagement
www.insyncsurveys.com.au/
www.tec.com.au
www.engageforsuccess.org

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