



How To

Increase Employee Retention with an Intranet

Your Practical Guide



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Employee retention is one of the biggest issues facing businesses today, particularly with the increase in opportunities for candidates as a result of remote working.

Whilst salary, attractive benefits and cutting edge technology may cost the business in the short term, the ROI will be significant if you can retain your best talent.

It costs a company roughly one-third of a professional's salary to find a suitable replacement, that's not including indirect productivity lost during training and onboarding.

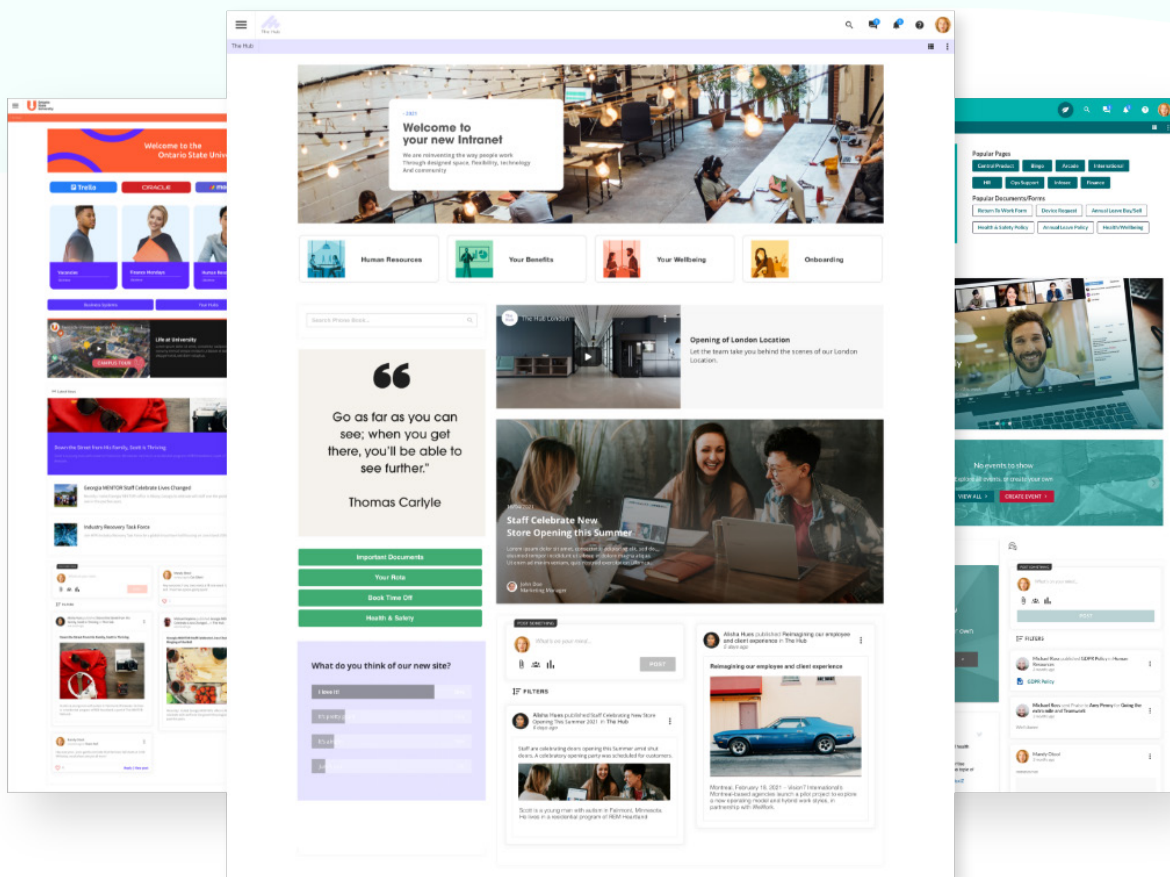
Realistically it isn't possible to reduce employee turnover to 0%, but it's certainly possible to create longevity in the workforce. So, what's the secret to creating a great employee retention strategy?



Top Drivers of Employee Retention

A modern intranet can be a key enabler for fulfilling the top two drivers for employees - exciting work & challenge, and career growth & learning. If executed properly, workplace technology will play an important role in employee retention.

In this guide we'll explore how an intranet can help you improve employee communication, boost productivity and collaboration in the workplace, whilst also taking into account the top drivers for employee retention.



How an Intranet can Improve Employee Retention

Studies show that employees who are highly satisfied with their company intranet also have a high level of job satisfaction. It goes without saying that happier employees are less likely to leave.

Why is an intranet so important to job satisfaction? Your intranet is the digital hub in which workers can connect, stay informed and interact with content. Not to mention the role it can play in employee appreciation in a virtual setting.

It's estimated that millennials will make up 75% of the global workforce by 2025, so it is important that the workplace, virtual and physical, reflect this.

Having grown up in tandem with a smartphone and social media boom, they have been weaned on technology. According to [Zapier](#) 16% of Gen Z and Millennial employees have quit their job because they felt the technology provided by their employer was inadequate.

Workplace technology is becoming increasingly important as the demographics of the workforce change.

It's not necessarily the case that employees are worried about their jobs, but their confidence and job satisfaction is declining.

So, why aren't more companies doing more to retain workers? Let's look at the four main ways in which an intranet plays a significant role in an employee retention strategy:

Company Culture

Building a better company culture isn't all about your benefits offering, it means recruiting workers who fit your organisation's vision and values. When brand values and employees are aligned, you promote better engagement and push them to go the extra mile.

Providing responsibility, and aligning business practices with core values can push your business towards a better work culture and improve employee retention. A [Gallup study](#) found that employees who are more engaged and productive at work are 59% less likely to look for a different job in the next 12 months.

An intranet can be the platform for building a happy workplace culture by providing tools that support employees through their journey with the organisation, as well as providing an engaging employee experience.

Through an intelligent intranet like Oak you can increase engagement by targeting content relevant to individuals through [Adaptive Intelligence](#) and Smart Delivery, curating and distributing content to users based on their behaviours and interests.

You can help employees cut through the noise and create a more immersive experience through their company intranet.

Improving Company Culture with Key Intranet Features

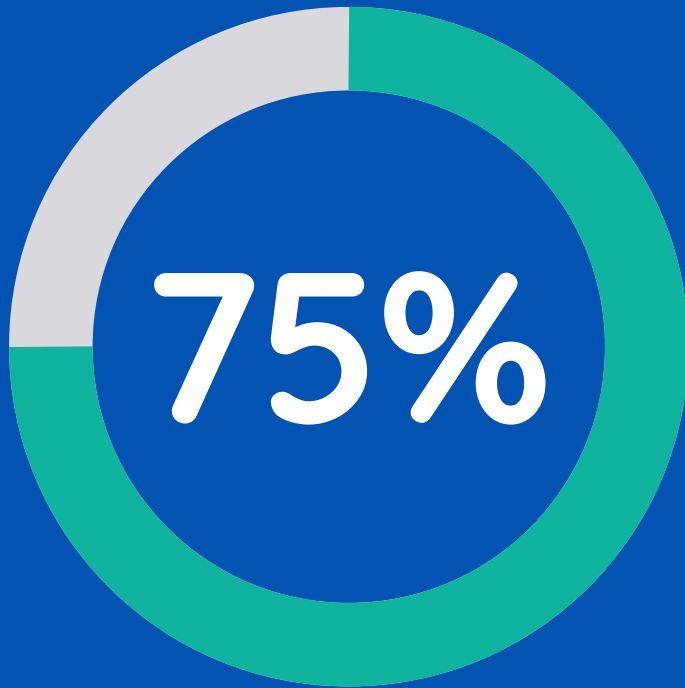
[A modern all-in-one solution](#) like Oak Engage can be your central digital workplace, where you can utilise the software for onboarding, distributing the latest news & important policies, essential training and welcome messages from teams.

Having a social digital workplace also allows employees to build lasting relationships with their colleagues whilst strengthening workplace culture.

With Oak's latest news and mandatory read features, you improve compliance and the flow of business-critical information without the danger of losing it in a sea of company emails.

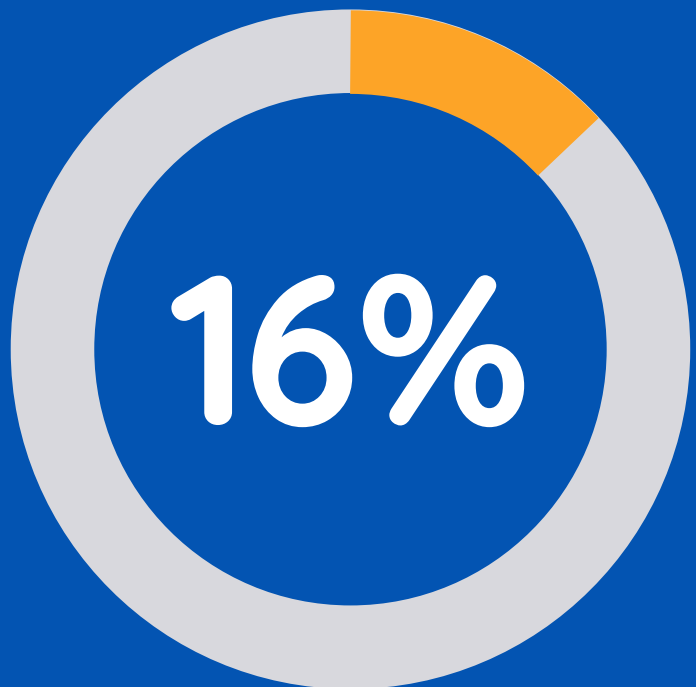
[Oak's Social Timeline](#) is also a more modern approach to keeping employees informed and engaged, creating a better connection between employees and organisation, and building a better culture.

Not only this, but our [bespoke design](#) of your intranet pages can help reiterate your brand identity, fit with your company colours and logos. Oak's features unify information and communication to help create a unified culture.



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Employee Recognition

Recognising and appreciating your workforce is critical to employee retention. However, some companies fail to recognise their employees as they think this is a costly exercise - this is not the case.

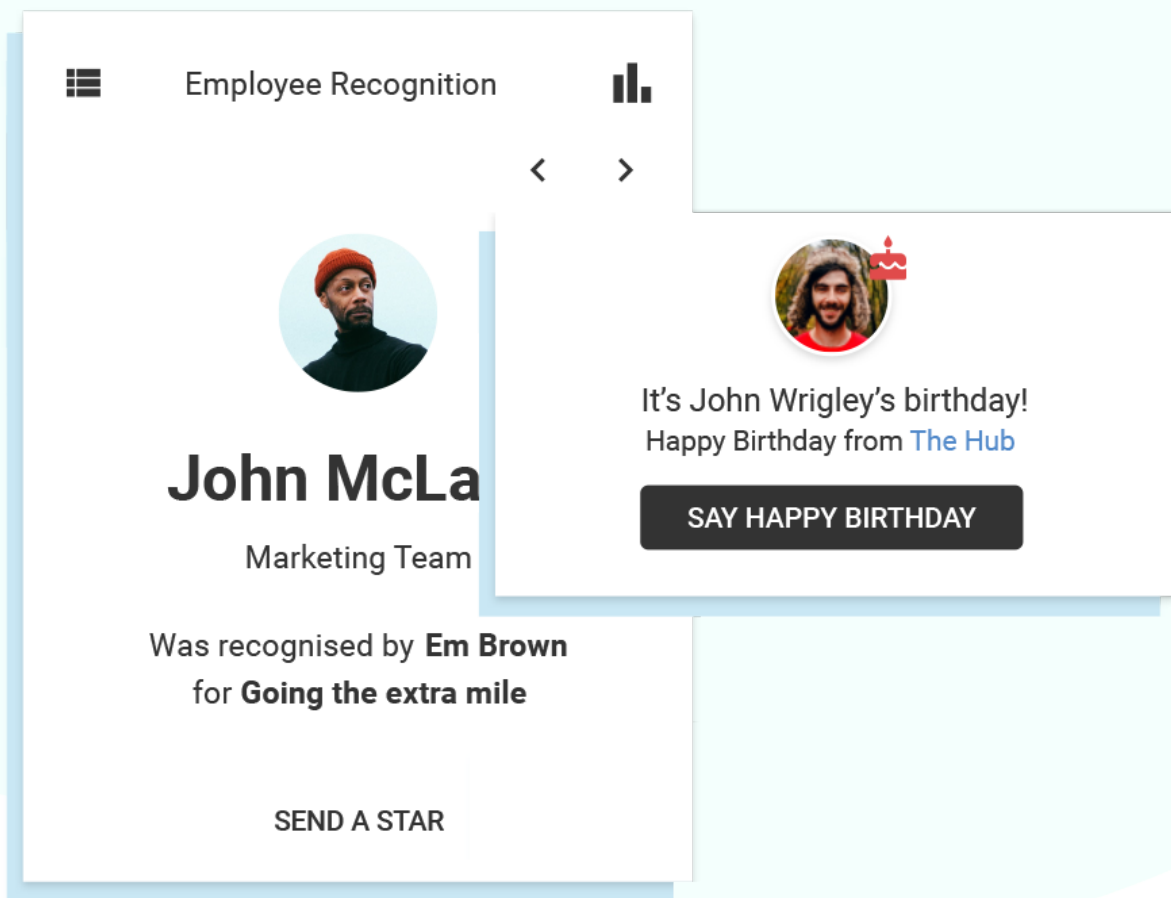
A National Employee Research Survey found that 62% of employees said that they hardly ever or were never appreciated by their boss. This has become more common as we continue to work remotely and 'employee visibility' remains an issue.

An intranet can host a recognition system which can be used by all users to highlight achievements, great work and acts of kindness happening to the entire organisation! It is a simple act that will have a big impact on your employees.

Recognition has a significant influence on productivity, motivation, well being and satisfaction. In all workplaces today, employee recognition programs are no longer just nice to have, they're vital to improve your company's employee engagement and satisfaction levels, and all of this can be done efficiently in one place; your own company intranet.

With their vast array of customisation features and maximised visibility, a modern intranet has some of the most useful tools when implementing employee recognition initiatives to improve employee retention. Here are some of the ways to take advantage of your digital workplace in order to spotlight worthy employees:

- Give shout-outs on social media
- Spotlight employees on the blog
- Post appreciations on your intranet timeline
- Create group messages within your social intranet, highlighting an employee's achievements



Intranet Feature guaranteed to Improve Employee Retention

Oak's [employee recognition software](#) helps businesses boost morale and lets the workforce know that they care by celebrating milestones like birthdays and work anniversaries.

Anyone can post an appreciation to the main timeline, meaning users can comment on achievements at any time. This creates a positive working environment, which will in turn, boost morale, improve employee wellbeing and increase collaboration and productivity.

It can also act as a motivation for employees to do their best work when they are rewarded with recognition from managers and peers.

Communication & Collaboration

Several problems arise when organisations are not able to communicate and collaborate with their employees properly. Enabling useful communicative channels within your workforce is so important when it comes to an employee retention strategy.

Oak's [Future of Working Report](#) found that nearly half of leaders say inter-department communication has been an issue during remote working periods, demonstrating that many businesses haven't been able to adapt with the technology at their disposal.

The State of Employee Communication and Engagement Report stated that 52% of senior level executives say ineffective communication and workforce misalignment had negative financial and employee retention implications for their business.

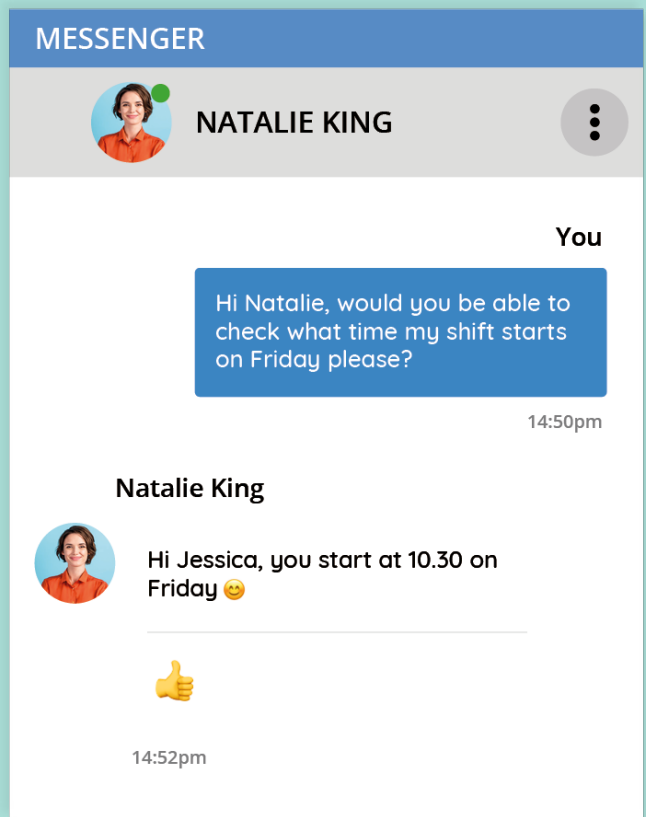
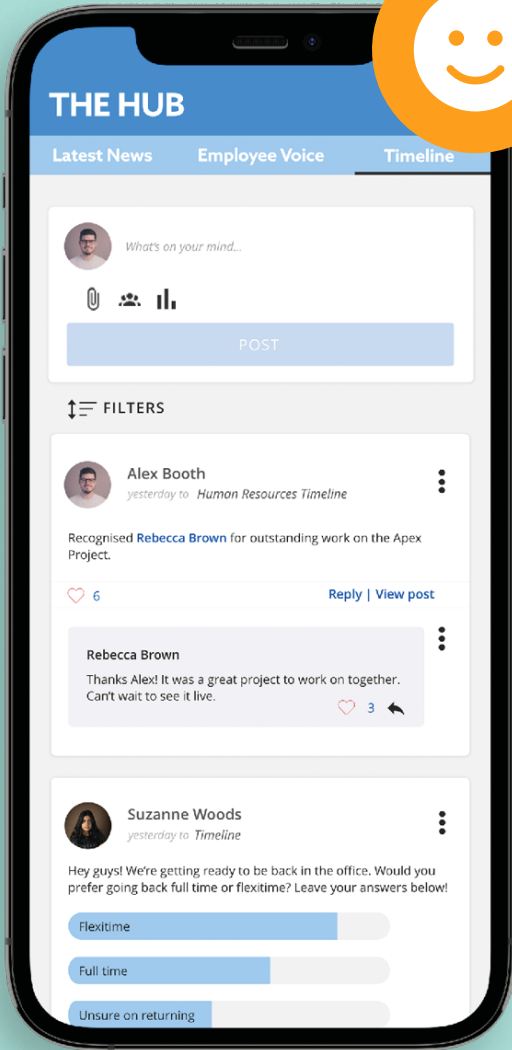
A user-friendly intranet is an excellent way to encourage communication and increase employee engagement. Integration with other comms channels and content sources, will also help boost user rates by unifying information and communication.

It will also improve company culture by allowing your people to access the information they need, when they need it. Modern intranets will help employees be more efficient and make their roles that little easier.

Communication & Collaboration Intranet Features

Oak's [Content Management](#) and [Search](#) features enable users to locate all content, past or present, in a uniform location. Search is designed for employees to find whatever they need on their intranet, from documents to people profiles, helping employees save time and be more productive and ultimately improving collaboration.

The instant messaging feature also helps improve communication and workplace productivity, users can chat to one specific person or a whole group. Perfect for communication across the business, remote workers and general social interaction between employees in an intuitive way for the modern worker.



Job Satisfaction

For management, it can be challenging to find out how happy your employees are at work and understanding how they actually feel. Many businesses struggle to get into the mindset of their employees and this can cause problems with employee retention.

The link between employee engagement and retention is well established and employees who are highly engaged are 87% less likely to leave an employer. Furthermore, employees who are satisfied in their job experience 59% less employee turnover.

Responding to a complaint and solving the problem, helps the employee feel heard and can make a world of difference to an employee's happiness. This is a time to give your employees the opportunity to provide feedback so that you can act on their suggestions and reduce employee retention.

Intranet Features to Improve Job Satisfaction

Feedback tools like [Pulse Surveys and Polls](#) can be targeted to specific employees, with analytics that can be measured in real-time and actioned. Feedback is a key part of creating an employee retention strategy as leaders can act on it.

Through Pulse Surveys you can measure the sentiment of employees and understand the potential drivers of employee turnover, which you can use to inform your retention strategy.

For condensed or specific feedback you can also send polls through your Oak intranet. Companies no longer have to gather information by email, but can start a poll on their intranet. It may be used to get an understanding of what your people want, involve more employees in conversations or leverage a poll to generate content.

By targeting specific employees, polls can generate data or content that could be reused to increase employee engagement. After all, people are more likely to invest in content that they helped create.

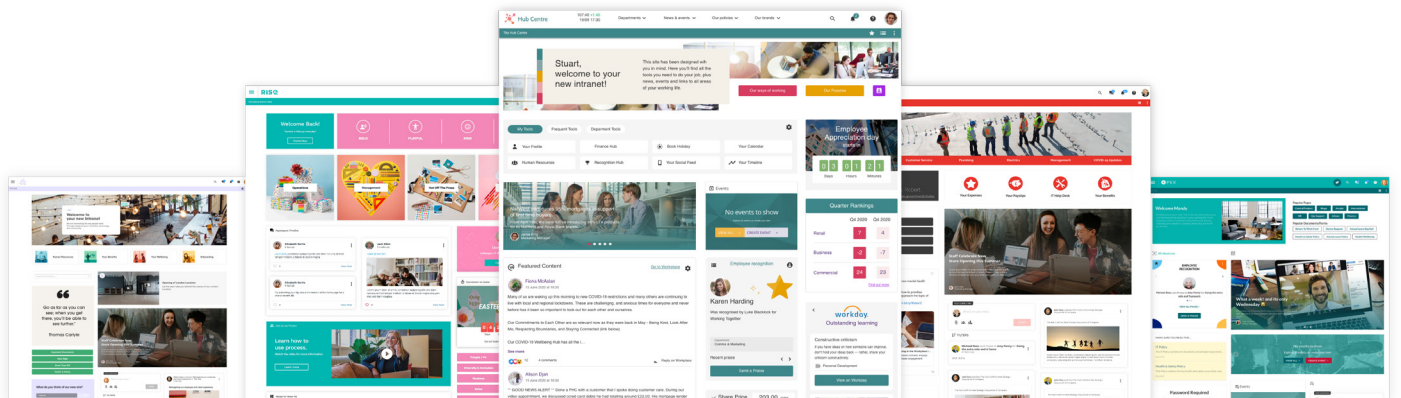
Why Oak Engage?

Oak Engage's cloud-based intranet can help to bring all internal information and communication together, helping to create a unified employee experience, a sense of belonging and unity. This will help to increase employee retention, improve your culture among a host of other benefits.

We work with some of the most successful businesses from around the world to help them to reduce employee turnover. Our team of experts draw upon years of experience within the internal communications and intranet software industries to help customers overcome obstacles and achieve their business goals.

At Oak, our pioneering intranet solutions have been designed to help businesses like yours be the best that they can be.

[Find out more](#)



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