YOUR GUIDE TO

Employee Satisfaction

Employee satisfaction has become more important than ever. Whether you are trying to reduce turnover and retain your top talent, or you're looking to recruit new talent to the company, prioritizing employee satisfaction is a key factor in doing so. It's known that there is a strong correlation between employee satisfaction and productivity. When people are content at work, they are engaged, which means they're more likely to feel motivated to work harder and achieve a higher level of output. On the other hand, employees who are dissatisfied do the minimum, and highly dissatisfied employees may eventually end up quitting. It is essential to implement measures to increase the level of satisfaction that your employees feel at work in order for them to do their best.
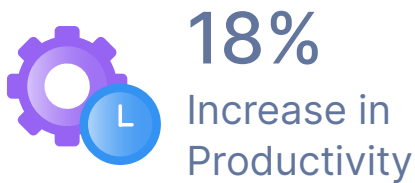
WHAT IS EMPLOYEE SATISFACTION?

Employee satisfaction is the level of happiness or how content an employee feels for their job. There are many different variables that affect employees' levels of satisfaction, including salary, non-monetary incentives, work environment, and growth opportunities, just to name a few. Overall, happiness is seen as the main driver of whether an employee feels satisfied. If an employee feels happy on a regular basis, they are likely to feel content with their job overall.

WHY IS EMPLOYEE SATISFACTION IMPORTANT?

Employee satisfaction is crucial because it has a direct impact on your company's bottom line. If you have high levels of employee satisfaction, you are more likely to see a reduction in turnover rates because you're able to retain your employees. Happy employees tend to take pride in their work and feel a stronger sense of loyalty to the company and its core values. When employees' needs are met, they develop a positive outlook towards the organization and its goals. When employees are satisfied, it also results in an increase in productivity levels at work and quality of work output. However, when employees are dissatisfied and unhappy with their jobs, they lose their motivation and tend to underperform.

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ORGANIZATIONS WITH HAPPY & SATISFIED EMPLOYEES HAVE:

28%
Higher Gross

37%
Greater sales

18%
Increase in Productivity

50%
Fewer Workplace Accidents

MAIN REASONS EMPLOYEES ARE DISSATISFIED

Employees don't become dissatisfied overnight, and low levels of satisfaction don't come from only one or two specific problems but rather a culmination of multiple issues that end up affecting an employee. It's critical to learn the reasons behind why employees become dissatisfied in order to fix the issue and discover some of the pitfalls to avoid. Once you unveil the reasons causing low levels of satisfaction among your team, you can start improving them immediately.

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CONTRIBUTING FACTORS LEADING TO DISSATISFIED EMPLOYEE

01
LOW COMPENSATION
Most people don't leave their jobs purely based on low compensation alone, but it plays a role in an employee's satisfaction. If employees are not being compensated fairly and in line with market/industry standards for their role, they are not likely to stay in that role for a long period of time.

02
LACK OF APPRECIATION & RECOGNITION
If an employee's hard work and effort are consistently going unrecognized or under-appreciated, that employee will inevitably lose motivation and become dissatisfied with the lack of positive feedback.

03
LACK OF CAREER GROWTH
No employee wants to feel like their career path is stunted; instead, most people want the chance to grow with the company they're with. If there aren't growth opportunities clearly available and communicated, they will be likely to look else-where.

04
POOR MANAGEMENT
When direct managers do not communicate efficiently or micromanage their people, they become ineffective leaders who can greatly affect employee morale. Without clear goals and effective leadership, the work environment can easily become chaot-ic and even toxic.

05
POOR WORK-LIFE BALANCE
If work-life balance is not achieved, employees are more prone to burnout and higher levels of stress. Setting realistic boundaries and expectations with your team is vital to maintaining employee satisfaction and promoting a healthy work-life balance.

WAYS TO INCREASE EMPLOYEE SATISFACTION

As mentioned previously, employee satisfaction is important, not only for individual productivity but it also benefits the entire company. Happy employees stay with companies longer, and employee retention can reduce overhead costs and improve profitability. Here are some ways you can start increasing the levels of employee satisfaction at your company.

REWARDS & RECOGNITION

According to a study, **66% of employees say they would likely leave their job if they didn't feel appreciated**. Nobody likes feeling overlooked or underappreciated, especially dedicated employees. Employees that feel valued and appreciated are more likely to be more engaged with their work and sustain a high level of job satisfaction. When employees are rewarded and recognized for their work, it builds employee morale, productivity, and overall employee satisfaction. Recognition for hard work alone functions as a great motivator for people to strive and reach their highest potential. **Even simple comments like "thank you" or "great work" can boost an employee's sense of worth in the workplace and increase their satisfaction**.

POSITIVE WORK ENVIRONMENT

A positive work environment has a significant influence on the way employees feel. The environment people work in undeniably **plays a vital role in keeping employees motivated and happy**. It not only significantly influences their work life, but it also reflects in the work they do. A positive work environment doesn't only mean the organizational structure, but a number of things. It is the overall experience an employee shares with their co-workers, immediate supervisors, and the company culture. In order to foster a positive environment to enable your teams to thrive its essential to focus on **transparency, open communication, building trust, healthy work relationships, listening, and providing equal opportunities**.

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ENCOURAGING WORK-LIFE BALANCE

Balancing work and life nowadays is quite challenging, and very difficult to achieve for many people. However, work-life balance is crucial as it helps employees balance their professional and personal lives. Everyone gets occupied with the different aspects of their personal and professional lives because sometimes lines get blurred between the two, especially when working remotely. Encourage your employees to maintain a balance between their work and personal lives by providing them with remote work options, flexible work schedules, and paid time off, just to name a few. Giving them enough time for relaxation and leisure allows them to come back to work refreshed and motivated, resulting in higher levels of satisfaction too.

EMPLOYEE DEVELOPMENT OPPORTUNITIES

Employees are happier and more satisfied at their jobs when they are able to grow with a company and have a sense of what the future holds for them there. Personal and professional development opportunities play a major role in employees' happiness. As a matter a fact, 82% of people in a survey said they would consider leaving their jobs if there is a lack of career progression. When you give your employees room for developing their skills, it boosts their job satisfaction and increases work efficiency. This also signifies that, along with your organizational growth, you care about their career development as well.

EMPLOYEE WELL-BEING

With so much going on in both peoples' personal and professional lives, it's far too easy to neglect well-being. Prioritizing your employee's wellness is essential to keeping job satisfaction levels high. Employers who do not emphasize employees physical, emotional, psychological, and financial well-being build an inefficient workforce. It is vital to build a work culture that prioritizes employees' and their needs. Employees who are healthy and stress-free are more productive and have a greater sense of loyalty and responsibility towards their job. Therefore, it's important that employers provide employees with wellness programs or sessions to take care of their people which will also help foster a better culture.

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HOW TO **MEASURE** EMPLOYEE SATISFACTION

Taking action to improve employee satisfaction is very important, but it is only the first part. Measuring employee satisfaction is crucial in order to know whether the current or new practices you're applying are working. Are your employees happy or do you need to change things up to increase satisfaction levels? There are many different ways to measure employee satisfaction and by utalizing more than one way you'll receive more accurate insights. Here are some ways you can measure employee satisfaction.

## 01 EMPLOYEE ENGAGEMENT SURVEYS

An employee engagement survey gives you a baseline idea of what employees like and dislike. You can tailor your survey questions to your areas of concern and see how employees respond.

02 ONE-ON-ONE MEETINGS

Use individual meetings with your team members to assess how each person is feeling in their position and discuss any obstacles or issues they may be experiencing.
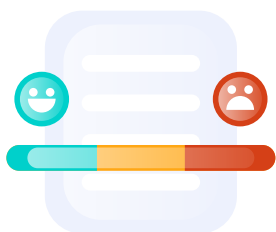
03 EMPLOYEE SATISFACTION INDEX (ESI)

An ESI measures how satisfied employees are on a scale from 1 to 10. It asks employees to rate how satisfied they are in their workplace, how well their workplace meets their expectations, and how close their workplace is to their ideal job.

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04 SUGGESTION BOX

Some employees may not feel comfortable to openly express their opinions or concerns. A suggestion box provides an anonymous method for employees to submit comments and/or concerns, giving you a way of receiving honest feedback.

05 FEEDBACK AND REVIEWS

If you regularly ask for reviews and employee feedback, you'll increase the data you have on employee satisfaction. You can utalize information you receive through these reviews and feedback for company improvement and growth.

Every employee feels fulfilled and satisfied in different ways in the workplace, and your data will better represent every employee when you have more metrics. From the results you achieve through your data collection, you can use that information to focus on problem areas. Whether it's onboarding, company culture, or career development, you can use this information to imake any changes or improvements needed at a team or company level.

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Technology with the power to transform HR.

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