

Why is Employee Engagement Important? | Benefits of Engaged Workforce

Description



In a business environment, **employee engagement** is more than just a buzzword—it's now a critical factor determining the success or failure of an organisation so keeping all employees motivated, aligned with company goals and satisfied with their roles is becoming increasingly complex, given the globally evolving expectations of employers and employees alike.

This is where [247HRM](#) comes in. With its powerful suite of HR tools, the 247HRM's HR Software simplifies employee management by offering **real-time analytics**, **automated feedback systems**, and **customizable engagement strategies** whether it's tracking employee performance, recognizing achievements, or fostering open communication.

247HRM enables organisations to become winning workplaces with a granular understanding of employee engagement and wellbeing quotients through its winning workplace platform that was

developed with the help of IIT Hyd (Research collaboration).

The Workforce Wellbeing module **analyses critical well-being quotients**, such as **Physical, Sexual, Professional, Social, and Psychological well being**.

The Workforce Engagement module analyses **Satisfaction, Loyalty, and Advocacy quotients** along with key influencing factors that impact employee engagement like **Company Vision, Clarity, Work-Life Balance (WLB), Supervisor Support, Fairness, Cohesiveness, and Voice**.

With features like **30+ graphs & custom filters for in-depth analysis**, 247HRM ensures you get **unbelievable insights and can plan actionable strategies directly on the platform**.

So 247HRM goes much beyond [tracking employee performance](#), enabling your business to boost employee engagement and wellbeing, making it the ultimate solution in managing employees effectively. This blog features all about employee engagement, from its *meaning to its objectives and strategies and employee engagement practices*.

What is meant by Employee Engagement?



Employee engagement refers to the levels of the employee's emotional commitment and enthusiasm towards their organisation and its core goals.

It's not just about individual job satisfaction or personal happiness but much more indicative about how invested an employee is in contributing to the company's success.

An actively engaged employee is motivated, productive and also well aligned with the organisation's vision. It's an observed fact that **high engagement results in increased retention rates, better performances** translating into overall organisational growth.

Thus in the context of HR (Human Resources), employee engagement plays a very crucial role and forms one of the many complex and challenging responsibilities of the HR department.

Ensuring all employees are actively participating, feeling valued and also finding purpose in their work functionalities is indeed challenging and complex as it directly affects employee morale and the company's ability to retain top talent. Hence as a robust human resource management system, like **247HRM** provides an efficient platform to seamlessly [manage employee engagement strategies](#), allowing HR teams to track employee performance, feedback and their engagement and well-being in real-time. With its advanced analytics, organisations can easily identify the gaps in engagement and take relevant data-driven actions to improve it.

An organisation with great workforce experience makes individuals work as **cohesive and happy teams towards the common purpose of the organisation**

Why is Employee Engagement Important, What are Its Benefits?

Engaging & involving employees is vital for a business's success due to several reasons:

- **Increased Productivity:** Actively engaged employees are dedicated to their work and so are more productive at their job.
- **Lower Attrition:** When employees are actively engaged, they are more likely to grow within the company, increasing brand stickiness leading hiring cost savings.
- **Innovation :** Actively engaged employees are more likely to contribute by suggesting new ideas for the company and bringing in innovations.

Classification of employees based on Engagement quotient?

The 4 types of employees based on their engagement quotient are:

1. Actively Engaged

Employees who are satisfied, loyal, speak well about the company and strive for the company.

2. Moderately Engaged

Employees who are somewhat satisfied and loyal but do not advocate the company to others.

3. Disengaged

Employees who do strive and do not care about the performance of the company.

4. Cynical

This set of disengaged employees spread negativity at the workplace.

247HRM's winning workplaces platform enables HR professionals to analyse engagement metrics, plan action and improve the engagement quotient in employees.

The Winning Workplaces module makes the **247HRM** portal formidable. The engagement module that was built with research by IIT Hyderabad, partners well with the [performance management module](#) fostering a workplace that thrives with high engagement, wellbeing, capability and productivity. It helps the leadership with granular insights pertaining to employee engagement. It reveals where the engagement is low and also what is the source of disengagement. The product also includes continuous feedback, goal alignment and comprehensive talent analysis that can boost employee productivity.

What Are the 4 Pillars of Employee Engagement?



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1. Communication
2. Career Growth
3. Recognition
4. Well-being



Serving as the foundation for creating a thriving workplace, there are four pillars of employee engagement

- 1. Communication:** Clear and consistent communication channels that help in keeping employees informed and involved throughout.
- 2. Career Growth:** Offering competitive opportunities to all employees ensures their personal and professional development.
- 3. Recognition:** Timely acknowledging and rewarding employees for their contributions fulfils the need for recognition.
- 4. Well-being:** Honest focus on employeesâ?? physical and mental health is a must to ensure overall well-being of the employeeâ??s and the company.

Regular reinforcement of all four of these pillars, however complex and challenging, are significantly essential for *retaining top talent and also for increasing overall productivity*, therefore companies that focus on these areas tend to have more satisfied employees, which in turn improves customer satisfaction and business success.

Implementing these pillars ensures top talent retention, increased productivity, and improved employee satisfaction. With **247HRM**, companies can create customised and structured programs around these pillars.

What is the role of HR in Employee Engagement?

[Employee engagement strategies](#) or the Employee Engagement practices refer to the specific initiatives and actionable steps companies should implement to increase their engagement levels and productivity.

Effective employee engagement practices tend to make employees feel valued and supported, leading to low attrition and overall company success.

HR departments play the central role in employee engagement. They strive to create an engaging work culture through strategies that go much beyond *on-boarding processes, training, feedback systems and employee career development programs*. HR's involvement doesn't end with recruitment albeit it extends to maintaining engagement throughout the employee's tenure with the company.

The HR Manager understands the employee engagement and wellbeing quotient at various quarters in the organisation with a product like **247HRM** and devises constructive solutions to improve their morale and productivity,

The platform is intuitive and absolutely customised, being user-friendly with self-service features giving easy access to instant insights. It further facilitates action planning on the software to improve employee engagement for each identified problem and source.

Build the best workforce experience with 247HRM

Build Your Own Survey for Employee Engagement Analysis

With 247HRM, organisations can build their own surveys to measure various quotients that are critical to business and workplace culture. The platform empowers businesses to create custom surveys with questions and sub-questions, analyse results with 30+ graph options, and use custom filters for deeper insights.

Employee engagement is undeniably a cornerstone of all organisational success that influences everything, right from productivity and innovation to employee loyalty, the overall workplace satisfaction and advocacy.

247HRM offers an advanced all-in-one platform designed to simplify these processes.

[Request Demo](#) and turn all your engagement challenges into positive opportunities for growth and success. Let your employees excel and lead your organisation soar to new heights.

Category

1. Uncategorized

Date Created

September 30, 2024

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