



BEST PRACTICES FOR IMPROVING EMPLOYEE RETENTION

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ABSTRACT

This article includes the various strategies that may be used to reduce employee turnover and increase retention. These strategies may be used as a set of best practices for all employees, but particularly for new employees, and should be enforced at the crucial time when employees first join the organisation.

KEYWORDS: *various strategies , reduce employee turnover and increase retention*



INTRODUCTION

Employee retention is defined as an organization's ability to keep their talent and reduce turnover. Organizations with high retention rates have successful, accepted strategies to engage and motivate employees in their day-to-day experience. Your retention rate can be a true indicator of business success. When employees are engaged, motivated, and committed to your organization, they're likely to have a positive impact on the business. Leaders who want to drive results, now and in the future, need to improve their employee retention practices. ^[1]

Hiring high talent to help you achieve your organizational goals is significant, but losing an employee is exorbitant, and not just financially. This is why investing in a accepted set of practices, policies and strategies to retain your high performers and downsize turnover is critical.

Employee retention and employee turnover go along with. Employee retention means the number of employees who stay, employee turnover is the percentage of employees who leave the organization. These employees often attempt to find employment elsewhere, looking to change industries, roles, or even leaving the workforce entirely.

Organizations with high turnover rates have low retention, and many times fail to shape a workplace culture that fascinates their employees. These metrics are totally dependent on one another: when one rate decreases, the other increases.

Employee retention is a company's ability to keep workers, often with a particular focus on retaining high performers and employees in critical, hard-to-fill roles. Employee retention impacts the business in many ways, including affecting output, morale, productivity, customer sentiment, and the bottom line, because replacing workers is expensive. Effective employee retention strategies include offering career development programs, improving the culture, training managers to retain staff, investing in diversity programs, and offering fair compensation and benefits.^[2]

Employee retention applies to the strategies organizations use to prohibit employees from leaving. It's critical to maintain a high retention rate, as high turnover can be expensive and encounter team morale.

EFFECTIVE EMPLOYEE RETENTION STRATEGIES

1. Promote Competitive Base Salaries or Hourly Wages
2. Work from Home
3. Reduced Workdays
4. Encourage and Promote a Work-Life Balance
5. Recognize and Reward Employees for Their Work
6. Create a Culture That Employees Want to Be Part Of
7. Build Employee Engagement
8. Teamwork
9. Promote Growth and Extend Professional and Personal Development
10. Hire for the Cultural Fit
11. Manage for Retention
12. Know the Correct Time to Say Goodbye^[3]

RESEARCH METHODOLOGY

The population of the given study is limited to the employees of manufacturing industries of Ahmednagar district (respondents of the study). The random convenient sampling is used for carrying out the present research. Sample of 20 respondents were studied for data collection.

This research involves both primary and secondary data. Primary data has been gathered from the respondents with the help of online questionnaire (Google forms). Secondary data has been collected from journals, articles, books, websites and other web resources.

OBJECTIVES OF THE STUDY

1. To know the factors responsible for employee retention.
2. To study best HR practices to motivate new employees.
3. To know the strategies to prohibit employees from leaving.

Analysis & Interpretation

Demographic Profile of Respondents

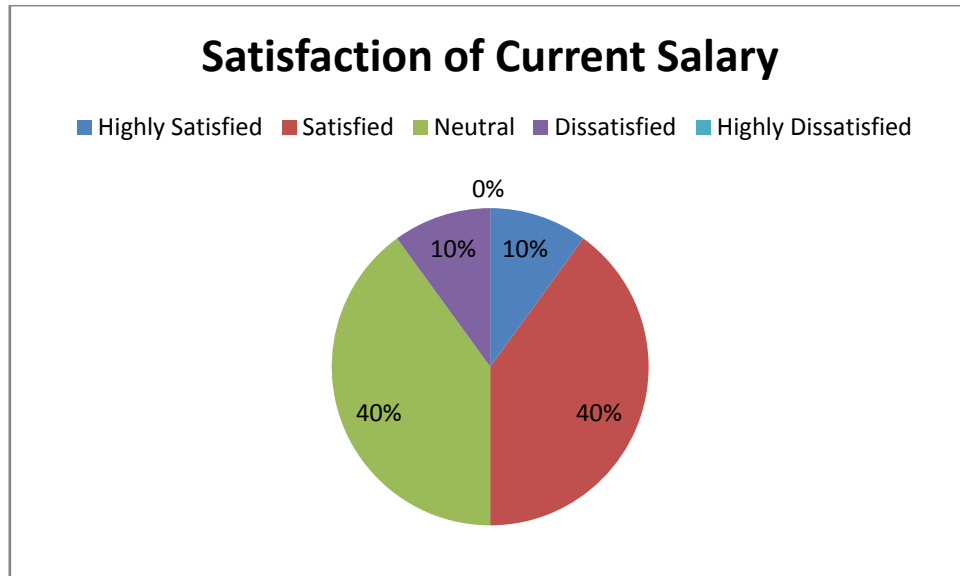
Age	No of Respondents
20-25	10
25-30	5
30-35	3
Above 35	2
Total	20

Gender	No of Respondents
Male	8
Female	12
Total	20

Monthly Income	No of Respondents
0-20000	10
20000 - 35000	7
35000 - 50000	2
Above 50000	1
Total	20

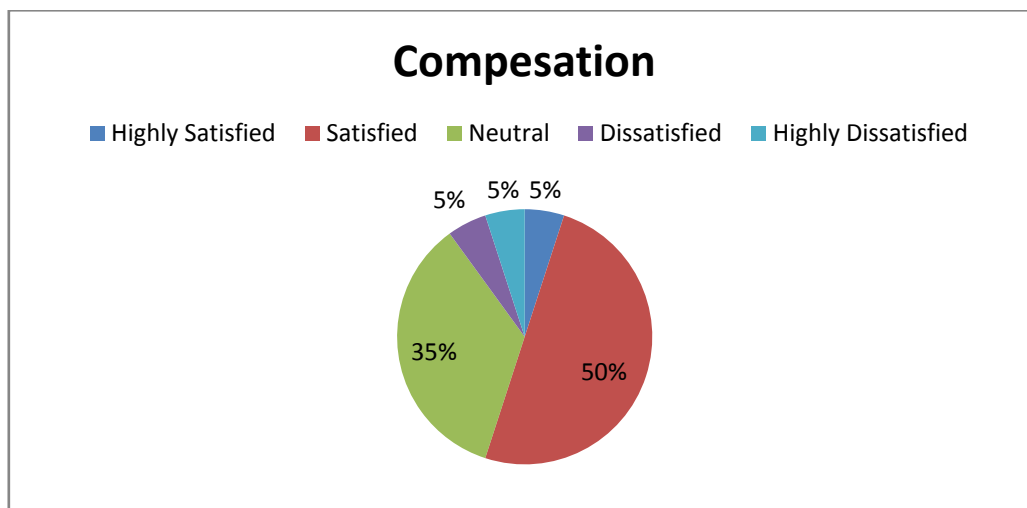
Q1 How satisfied are you with your current base salary?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
2	8	8	2	0	20
10	40	40	10	0	100



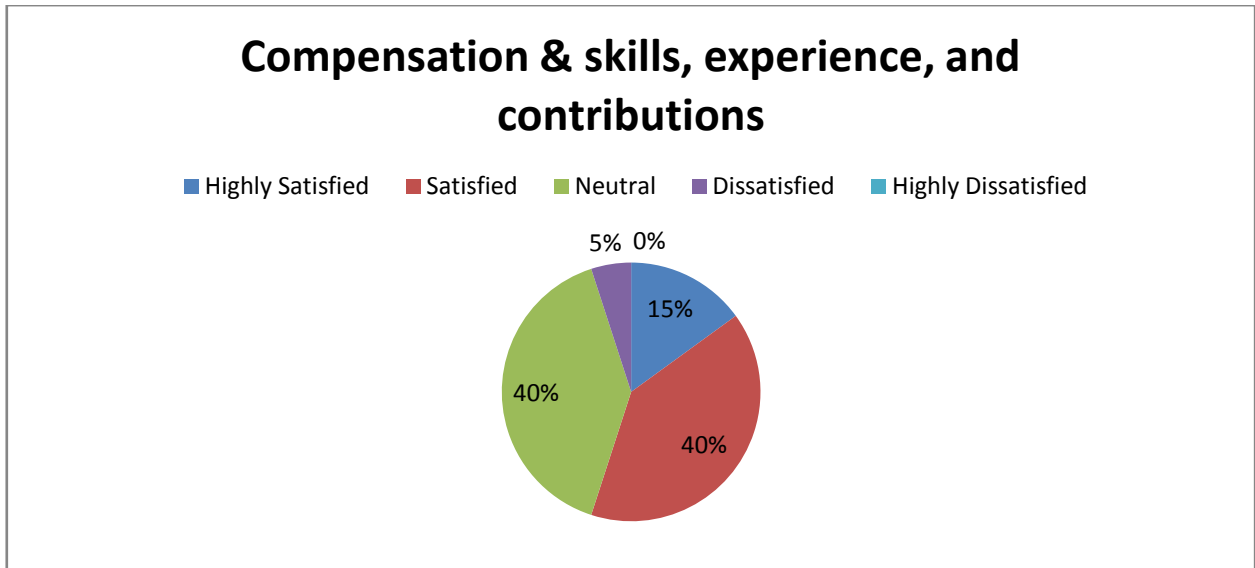
Q2 Do you believe that your compensation is competitive compared to industry standard?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
1	10	7	1	1	20
5	50	35	5	5	100



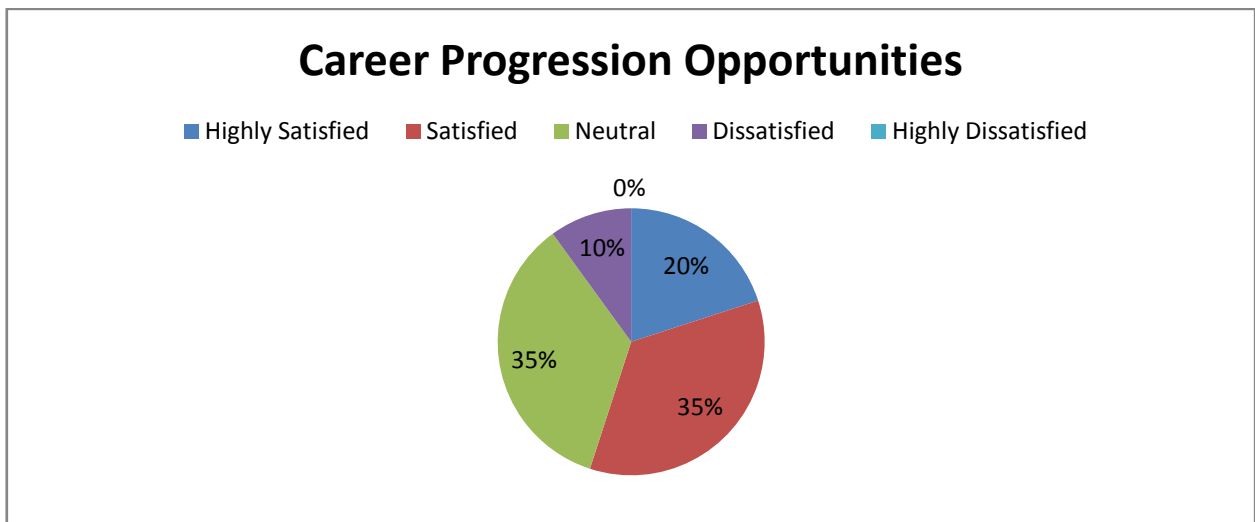
Q3 Do you feel that your compensation accurately reflects your skills, experience, and contributions?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
3	8	8	1	0	20
15	40	40	5	0	100



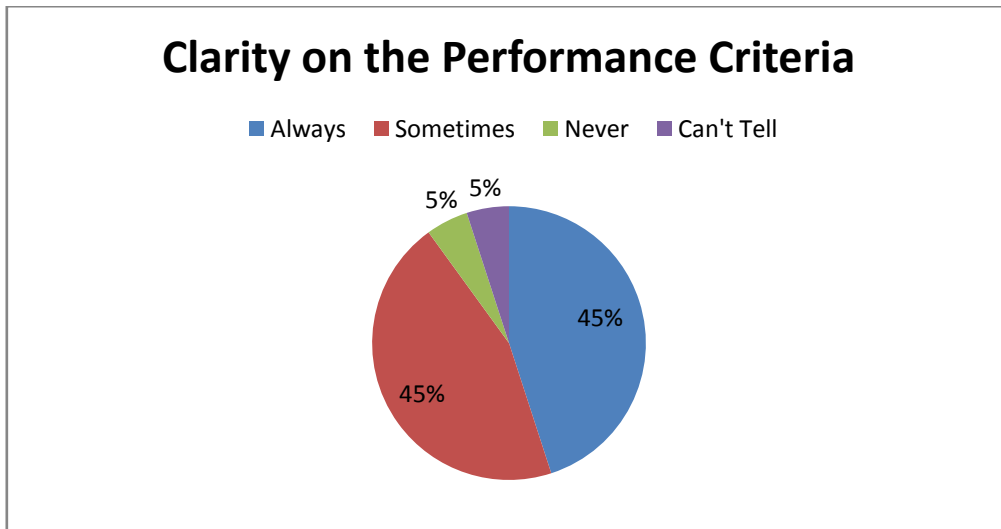
Q4 Are you satisfied with the opportunities for career progression available in the organization?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
4	7	7	2	0	20
20	35	35	10	0	100



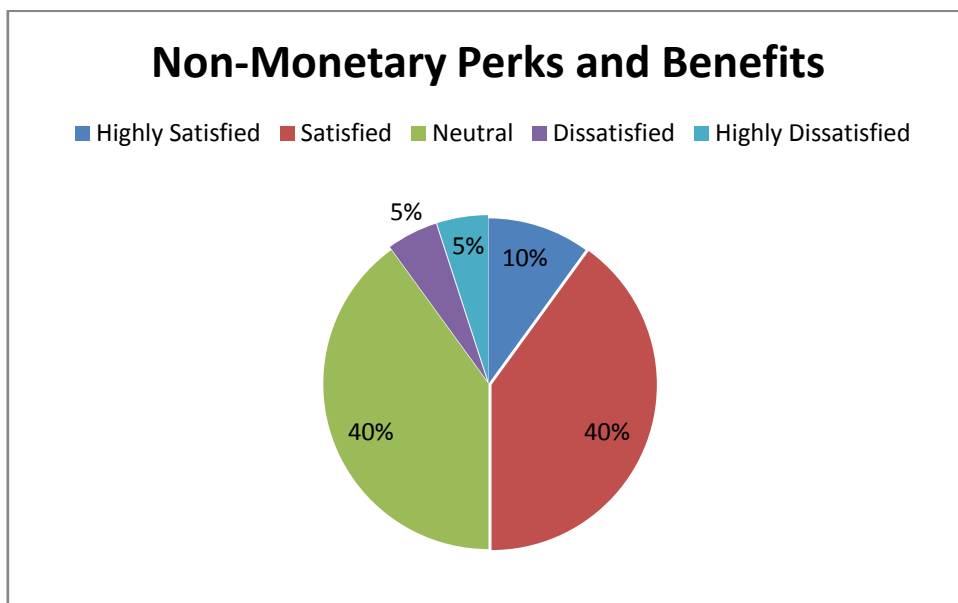
Q5 How well does the organization provide clarity on the performance criteria available in the organization?

Always	Sometimes	Never	Can't Tell	Total
9	9	1	1	20
45	45	5	5	100



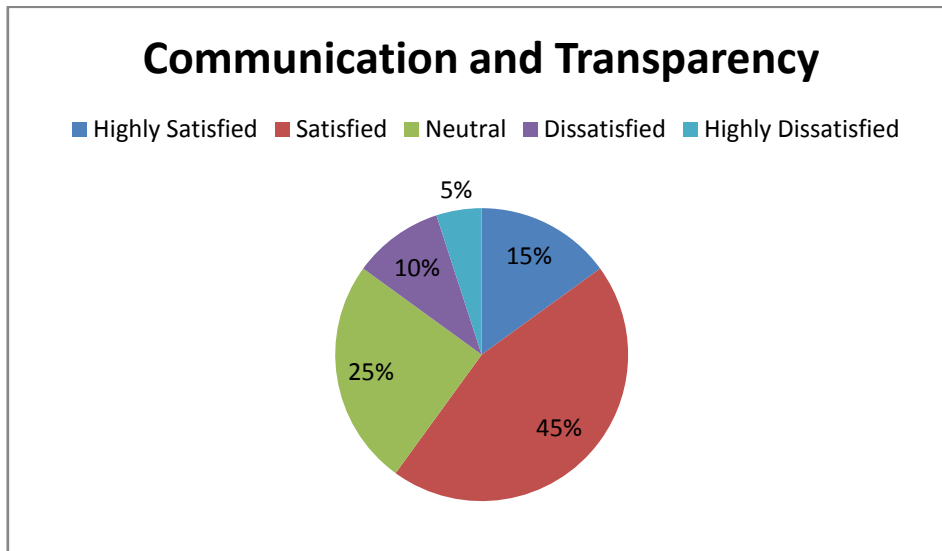
Q6 How satisfied are you with the non-monetary perks and benefits provided by the organization?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
2	8	8	1	1	20
10	40	40	5	5	100



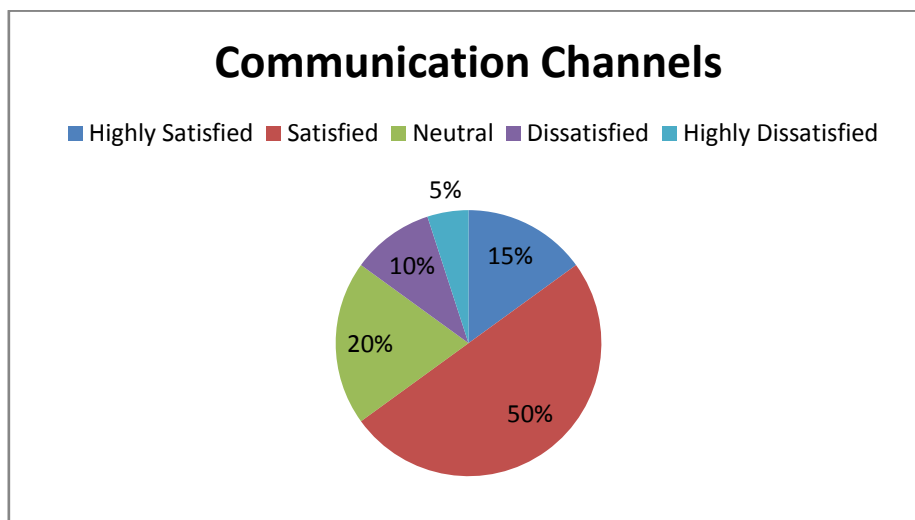
Q7 Are you satisfied with the communication and transparency available in the organization?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
3	9	5	2	1	20
15	45	25	10	5	100



Q8 Are you satisfied with the communication channels available in the organization?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
3	10	4	2	1	20
15	50	20	10	5	100



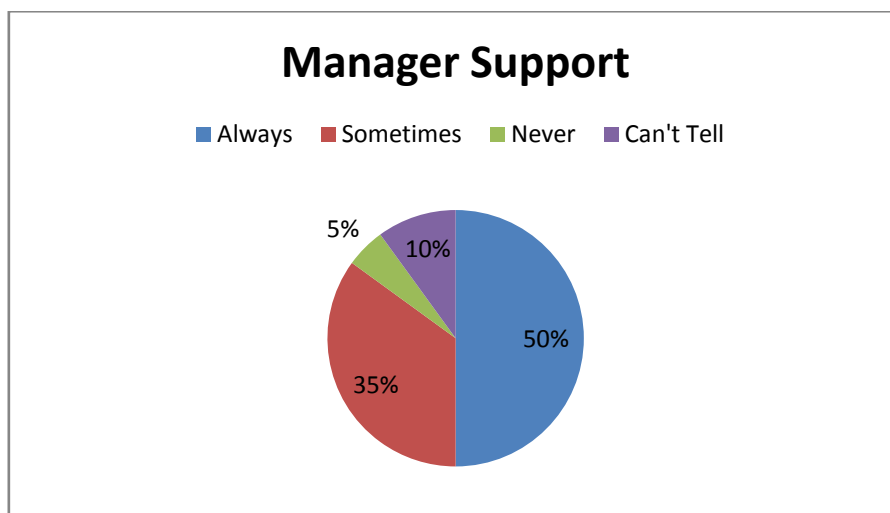
Q9 Do you feel that the organization recognizes and rewards long-term loyalty and tenure available in the organization?

Always	Sometimes	Never	Can't Tell	Total
7	9	2	2	20
35	45	10	10	100



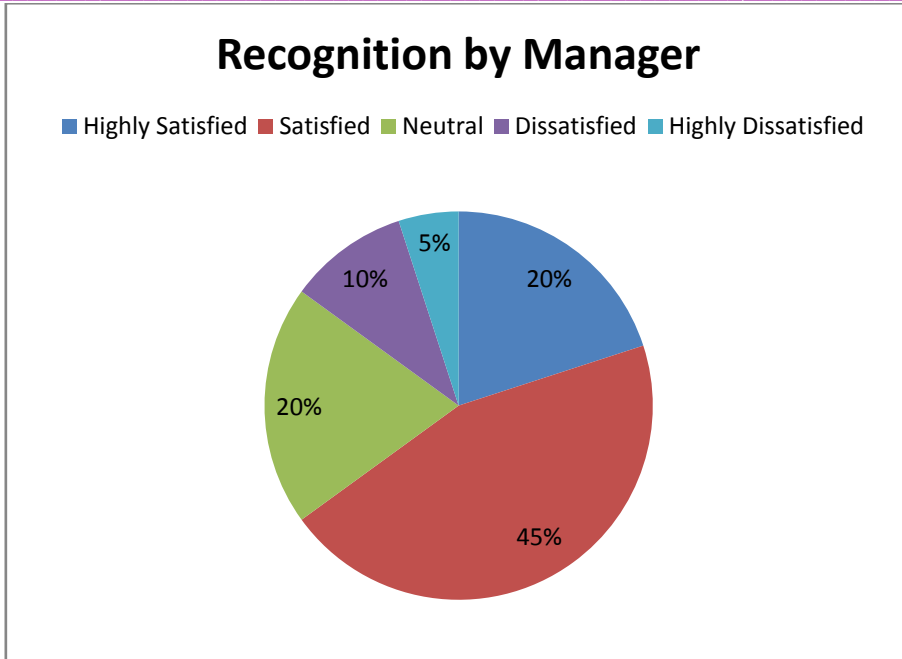
Q10 Does your manager/boss provide you with the support you need to complete your work?

Always	Sometimes	Never	Can't Tell	Total
10	7	1	2	20
50	35	5	10	100



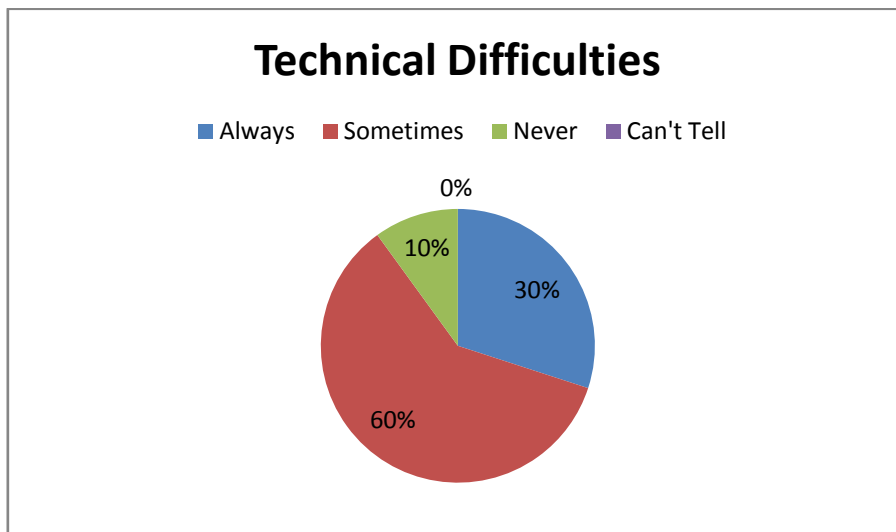
Q11 Are you satisfied with the recognition you receive from your manager/boss?

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
4	9	4	2	1	20
20	45	20	10	5	100



Q12 Do you often have technical difficulties with remote communication tools?

Always	Sometimes	Never	Can't Tell	Total
6	12	2	0	20
30	60	10	0	100



Q13 Do you feel included in major team decisions?

Always	Sometimes	Never	Can't Tell	Total
9	8	3	0	20
45	40	15	0	100



FINDINGS

- 10% of employees are highly satisfied with their current base salary, 40% are satisfied, 40% are neutral, whereas 10% are dissatisfied with their current base salary.
- 5% of employees are highly satisfied, 50% are satisfied, 35% are neutral, whereas 5% are dissatisfied and 5% are highly dissatisfied with their compensation as compared to industry standard.
- 15% of employees are highly satisfied, 40% are satisfied, 40% are neutral, whereas 5% are dissatisfied with compensation accurately reflects their skills, experience, and contributions.
- 20% of employees are highly satisfied, 35% are satisfied, 35% are neutral, whereas 10% are dissatisfied with the opportunities for career progression available in the organization.
- 45% of employees think that the organization always provide clarity on the performance criteria available in the organization, 45% think sometimes provide clarity and 5% think that the organization never provide clarity on the performance criteria available in the organization where as 5% can't tell anything in this regard.
- 10% of employees are highly satisfied, 40% are satisfied, 40% are neutral, whereas 5% are dissatisfied and 5% are highly dissatisfied with their the non-monetary perks and benefits provided by the organization.
- 15% of employees are highly satisfied, 45% are satisfied, 25% are neutral, whereas 10% are dissatisfied and 5% are highly dissatisfied with the communication and transparency available in the organization.
- 15% of employees are highly satisfied, 50% are satisfied, 20% are neutral, whereas 10% are dissatisfied and 5% are highly dissatisfied with the communication channels available in the organization.
- 35% of employees feel that the organization always recognizes and rewards long-term loyalty and tenure available in the organization, 45% think sometimes recognizes and rewards long-term loyalty and 10% feel that the organization never recognizes and rewards long-term loyalty and tenure available in the organization where as 10% can't tell anything in this regard.
- 50% of employees feel that their manager/boss always provide them with the support they need to complete their work, 35% think sometimes manager/boss provide them with the support and 5% feel that their manager/boss never provide them with the support they need to complete their work, where as 10% can't tell anything in this regard.

11. 20% of employees are highly satisfied, 45% are satisfied, 20% are neutral, whereas 10% are dissatisfied and 5% are highly dissatisfied with the recognition they receive from their manager/boss.
12. 30% of employees feel that they always have technical difficulties with remote communication tools, 60% think sometimes they face technical difficulties 10% feel that they never have technical difficulties with remote communication tools
13. 45% of employees feel that they always feel included in major team decisions, 40% sometimes feel included in major team decisions and 15% of employees feel that they never feel included in major team decisions.

CONCLUSION

Employee retention is pivotal to business success. When your high performers leave, their precious organizational knowledge is frequently lost. Your remaining pool may feel disoriented and unproductive without the former employee's proficiency. And your aptitude's productivity will bring down further when they are forced to pick up the slack as a position remains unfilled. All this can lead to collapse and future turnover.

Employee retention is important because it can save you money, boost team morale and knowledge retention, increase your competitiveness, increase business growth, and lead to better collaboration. The best retention strategies focus on all stages of the employee lifecycle, from attraction, to hiring, to on-boarding, and beyond. Taking simple steps like providing fair compensation and benefits, flexible work arrangements, performance management, recognition, and total well-being can help you retain your top talent. Collect regular feedback from employees who stay and leave, track turnover and other key metrics, and encourage an open line of communication between employees, managers, and leaders to build a culture of trust. [4]

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