



Your guide to 10 employee experiences to measure and the metrics to use



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Introduction

Introduction

The world of Human Resources is filled with caring people who want to do their best for their teams. Still, the overwhelming range of responsibilities – no other profession seems to have so many generalists required to be specialists in everything they encounter – means that HR leaders are often bogged down by the details and unable to spend enough time and attention focusing on strategies to grow employee engagement.

That's why efficiently and accurately collecting EX data is so important: With all of the other things on your plate, you need a system to help you get the information you need without

wasting time or resources. This guide provides some examples of common employee engagement experiences and possible metrics that can be used to measure these experiences, helping you to gain some insight into what your workforce is thinking and feeling.

The first step is to prioritize what you actually want to solve and what success looks like. Then define where you are and how you will measure your progress. This guide can help you do that.

One caveat: You can't measure everything. It's best to choose a couple of employee experiences to measure and focus your efforts in those areas.

**Employee experiences
to measure – and
possible metrics to use**

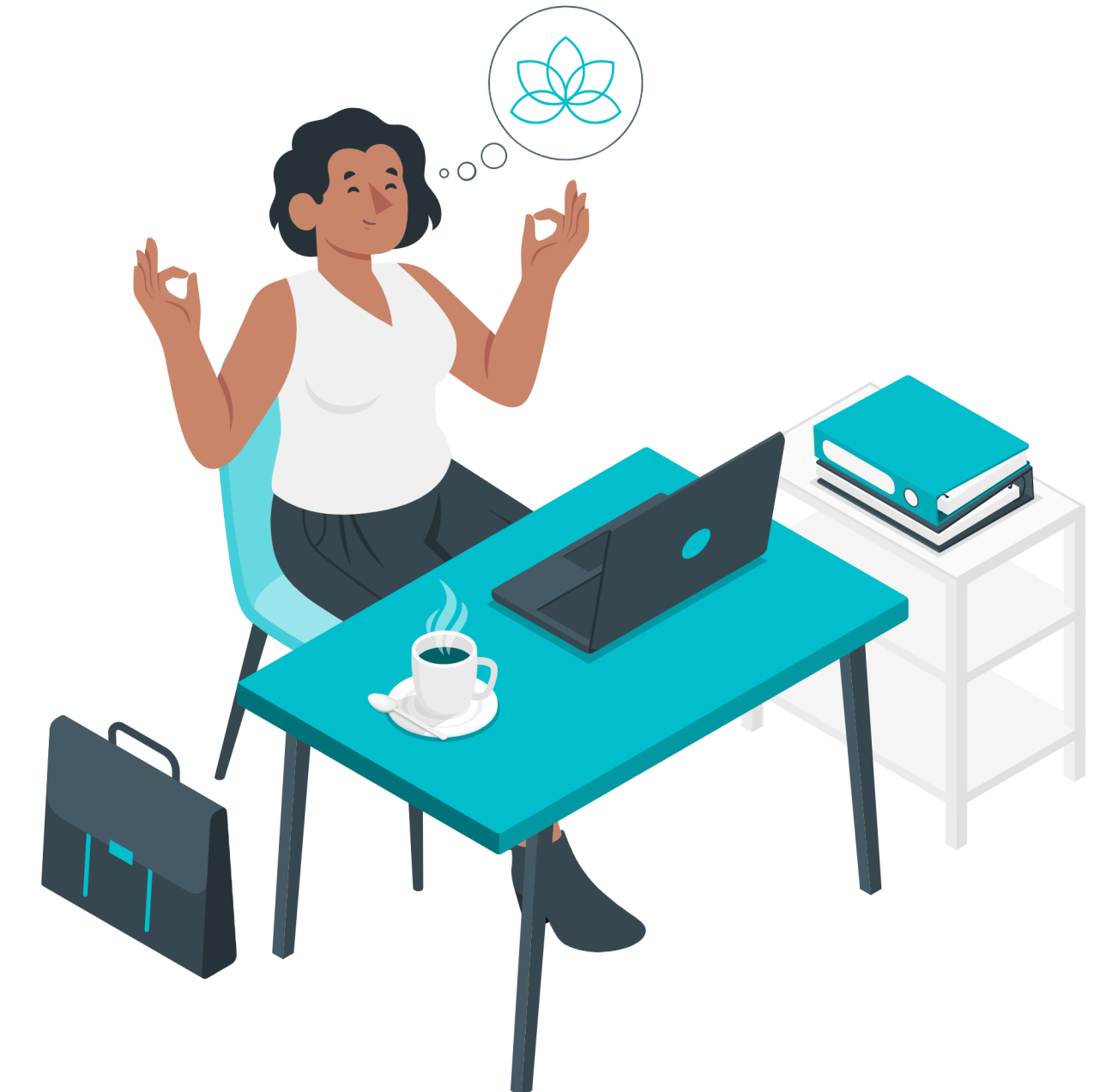


Employee wellness

Measures physical and mental fitness and their impacts on productivity

What to ask about, collect, or survey:

- Periodic wellness surveys, including mental health
- Absenteeism rate: short-term and long-term, by department or location Benchmark
- absenteeism versus industry standard
- Stress-related absence levels
- Levels of vacation days untaken at year-end
- Extreme “overtime” levels: paid or “unpaid”
- Which wellness programs or “perks” are used most and why



Employee engagement

Measures the employee's commitment to the organization and its goals

What to ask about, collect, or survey:

- Employee satisfaction at multiple touchpoints, from onboarding to yearly reviews, in order to track changes over time
- Periodic pulse checks regarding morale
- Questions about interest in the company's goals versus just "doing the job"
- Exit interview data: Are employees leaving because roles are ill-defined?
- Questions around communication: Do employees feel they can communicate openly without reprisal?
- Employee perceptions of the importance of their work to company goals, or a higher purpose
- Employee perceptions of the corporate culture
- Survey individual employees about their goals – do they align with corporate goals?



Employee retention

Measures the company's ability to create and sustain an engaging and fulfilling work culture

What to ask about, collect, or survey:

- Employee turnover rates (attrition) by business function
- Employee dismissal rate (those who are fired) by business function and why
- Average employee tenure by business function and role type
- Reasons for leaving captured in exit interviews, including employee experience factors and issues
- Role of management versus the job itself in compelling employees to leave
- Exit interview questions around whether the employee felt the role matched their experience



Employee recruitment

Measures the effectiveness and efficiency of finding new talent and building teams

What to ask about, collect, or survey:

- The level of unfilled vacancies by business function
- The quantity and quality of applications per role
- The average time spent filling a vacancy
- Number of applicants versus those who are eventually hired
- Onboarding performance: the time taken and recruit feedback
- Compare recruitment channels: applicants and successful hires versus cost
- Cost per hire
- New employee perception of company brand/reputation



Employee development

Measures quality and effectiveness of programs designed to help employees advance their careers

What to ask about, collect, or survey:

- Average training days or other learning-based reporting such as mentoring or shadowing
- Average employee time-in-role by business function and role type
- Career progression levels: levels of internal promotion versus external recruitment
- Employee perceptions on internal career progression
- Employee perceptions of types of training offered and satisfaction with them
- Employee perceptions on levels of training required to advance
- Cost of training and onboarding programs

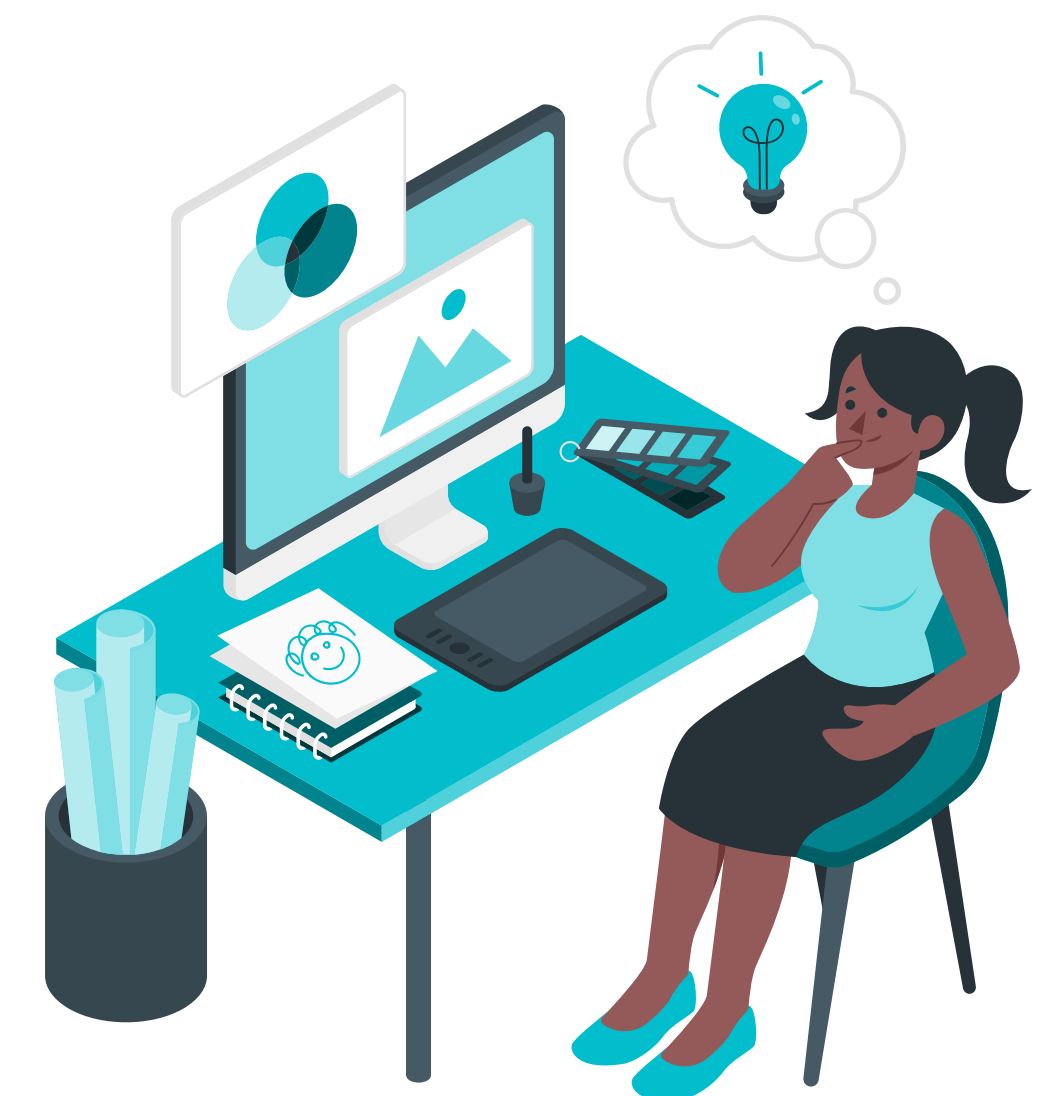


Employee productivity

Measures an employee's efficiency and ability to deliver the essential product or services to increase company revenue

What to ask about, collect, or survey:

- Employee perceptions of their lost productivity
- Employee perceptions of productivity goals versus what can realistically be achieved
- Employee hours spent working, product delivered per employee, and product returns per employee in dollar terms
- Employee perceptions of the tools or technology used to do their jobs
- Overtime hours
- Absences, sick leave, or “down time” per department or business function



Management and leadership effectiveness

Measures effectiveness of leadership and its impact on employees

What to ask about, collect, or survey:

- Employee perceptions of C-level performance and leadership
- Culture-based assessments
- 360-degree manager assessments
- Employee perception of communication with managers/leaders: both frequency and quality
- Employee perceptions of manager receptivity to feedback
- Questions around employee trust in management: How transparent is management?
- Questions around the quantity or quality of tasks assigned by management



Work environment and benefits

Measures employee satisfaction with the physical location in which work occurs as well as benefits offered beyond a salary

What to ask about, collect, or survey:

- Satisfaction with office space and equipment
- Work-from-home arrangements and the availability of technology to facilitate WFH
- Employee satisfaction with health benefits
- Employee satisfaction with other benefits, such as 401(k) or parental leave
- Workplace amenities such as food services, parking, on-site gym facilities, etc.
- Feedback on which benefits or amenities are used the most – or least
- Perceptions of the safety of the work environment
- Number of OSHA complaints filed, per department/business unit



Employee experience

Measures long-term satisfaction across the employee lifecycle

What to ask about, collect, or survey:

- Employee perception of the overall employee experience
- Percentage of employees who think that the organization is sufficiently focused on improving employee experience
- Percentage of employees who think that the organization is doing enough to improve
- Percentage of employees who think that employee experience has improved over the last x months
- Employee perception of how the company measures up in fostering work-life balance, flexible working hours, or remote working as an option
- Satisfaction with the corporate culture



Employee feedback

Measures employee sentiment around the ability to provide actionable suggestions, criticisms, or observations

What to ask about, collect, or survey:

- Employee satisfaction with the available feedback opportunities and methods: Can they easily provide feedback through multiple channels?
- Response levels by business function: Is the company listening and responding accordingly?
- Employee perceptions of the resulting actions: Do employees believe their opinions and suggestions are taken seriously and driving change?



Conclusion

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Great businesses always find, nurture, and retain the best talent. Companies who fail to make this a priority will struggle. They'll have unhappy employees who are poorly suited to their positions and unsure of their roles. Ultimately, these employees will absorb way more resources in onboarding and training than they'll ever deliver, and they won't stick around for long.

The best way to head off employee experience problems is by developing a clear strategy based on the metrics outlined here, covering the areas of employee wellness, engagement,

retention, recruitment, and more. That's the best way to get a handle on what the employee situation within your organization really looks like.

Crafting an effective EX strategy that helps you hire and keep outstanding employees doesn't have to be a chore. With Sogolytics, you can gather the employee experience data you need to make the right decisions, every time. Request a free, no obligation demo today.



Take the next step

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