" We've on-boarded employees at a rapid rate...but the new hires seem to be taking a long time to become productive...the initial experiences have also caused the new hires to attrite at an unhealthy rate..."

A leading automobile company in Chennai.

Diagnosis

We felt it was necessary to provide real-time feedback on employee experiences, and to build in mechanisms which would lead to quick corrections, as well as sustained process improvements.

Action

We broke down the challenge into its component parts, aligning with the early-stage employment cycle. We helped the company create a blueprint for engaging new hires and proposed a 30-90-180 day feedback cycle mechanism. Through this, we created the platform for measuring employee experiences on critical aspects of their early-stage engagement. Customized survey instruments were created, based on the engagement blueprint; these instruments were deployed through a web-based platform and each new hire was invited to respond to them at specific times: on the 30th day, on the 90th day and on the 180th day after he/she joined the company. We then aggregated the results, analyzed the trends and provided reports at specific intervals.

Result

Kelsa's reports are helping the company understand which of the processes were stabilizing – and the trends over time will indicate what areas are to be further focused upon. The analytics provided will help to ensure targeted corrective action. With the insight from this real-time feedback, the company will be able to put in place mechanisms that assure new hires a comfortable on-boarding experience. More importantly, such regular measurement and feedback will also help existing employees be more involved in the on-boarding process, thereby lifting the overall climate of employee engagement in the organization.