

How to improve **employee retention** with an intranet

Your practical guide



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Employee retention is one of the biggest issues facing businesses today, particularly with the increase in opportunities for candidates as a result of remote and hybrid working.

Whilst attractive benefits and cutting edge technology may cost the business in the short term, the ROI will be significant if you can retain your best talent.

It can cost between 30 – 70% of a professional's salary to find a suitable replacement, that's not including indirect productivity lost during training and onboarding.

Realistically, it isn't possible to completely prevent any employee turnover, but it's certainly possible to create longevity in the workforce.

So, what's the secret to creating a great employee retention strategy?

Top drivers of employee retention

A modern intranet can be a key enabler to fulfil the top two drivers for employee retention:

- exciting work and challenge
- career growth and learning

When executed properly, workplace technology also plays an important role in employee retention.

In this guide we'll explore how a modern intranet can help you maximise the impact of your company culture, increasing employee retention by improving employee comms, boosting productivity and collaboration in the workplace.



How an intranet can improve employee retention

Studies show that employees who are highly satisfied with their company intranet also have a high level of job satisfaction. It goes without saying that happier employees are less likely to leave.

Why is an intranet so important to job satisfaction? Your intranet is the digital hub where colleagues can connect, stay informed and interact with content and each other.

Workplace technology is becoming increasingly important as the demographics of the workforce change. It's estimated that millennials will make up 75% of the global workforce by 2025, and with the digital native Gen Z following after, it is now so important that the workplace adapts to modern ways of working and communicating, using technology to connect, engage and retain.

Growing up in tandem with the development smartphones and the social media boom, these generations have been weaned on technology. Zapier reports that 16% of Gen Z and Millennial employees have quit their job because they felt the technology provided by their employer was inadequate.

It's not necessarily the case that employees are worried about their jobs, but their confidence and job satisfaction is declining.

So, why aren't more companies doing more to retain their staff? Let's look at the four main ways in which an intranet plays a significant role in an employee retention strategy.

Company culture

Building a better company culture isn't just about your values, initiatives and benefits; it means recruiting workers who fit your vision and brand values. When these are aligned, there is a mutual drive toward better engagement with everyone singing from the same sheet, encouraging them to go the extra mile.

Providing autonomy and aligning business practices with core values can push your business towards a better work culture and improve employee retention.

A Gallup study found that employees who are more engaged and productive at work are 59% less likely to look for a different job in the next 12 months.

An intranet can be the platform for building and nurturing a positive workplace culture by providing tools and community spirit to support employees through their journey with the organisation, as well as providing an engaging employee experience.

With an intelligent intranet like Oak, you can increase engagement by targeting content relevant to individuals through Adaptive Intelligence and Smart Delivery, curating and distributing relevant content to users based on their behaviours and interests.

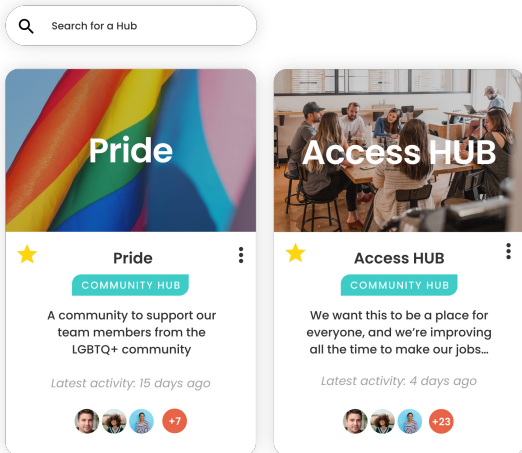
You can help employees cut through the noise and overload of archaic comms and create a more immersive experience through their company intranet.

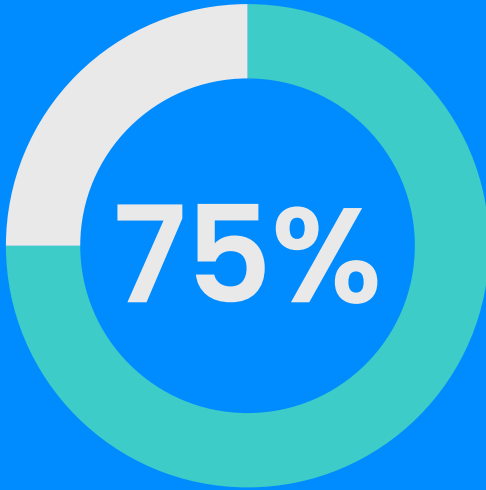
Improve company culture with key intranet features

A modern, all-in-one solution like Oak Engage can be your central digital workplace. Your teams can utilise the intuitive software for onboarding, distributing the latest news and important policies, essential training and welcome messages from departments or leaders.

[Social and community](#) spaces allow employees to build lasting relationships with colleagues whilst strengthening workplace culture. Oak's social timeline is a more modern approach to encouraging further connection between employees at all levels, building towards a better culture.

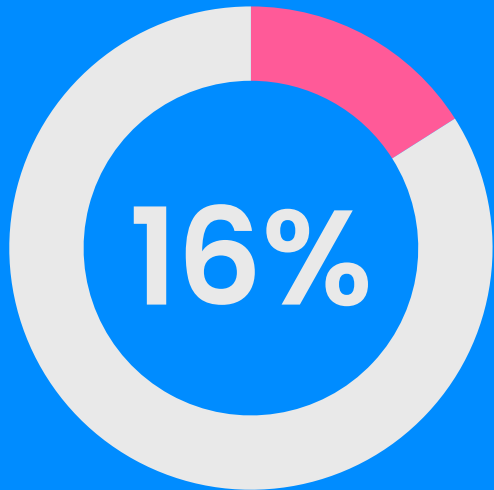
With Oak's latest news and mandatory read features, you can improve compliance and the flow of business-critical information, [gathering insights](#) of who has read the updates, without the danger of the information getting lost in a sea of company emails.





Millennials will
make up 75% of
the workforce
by 2025

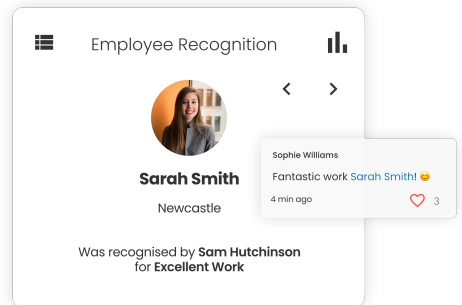
16% of Gen Z &
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Employee recognition

Recognising and appreciating your workforce and their achievements is critical to employee retention.

Some companies fail to recognise their employees as they think it will be a costly exercise, but this doesn't have to be the case.



A National Employee Research Survey found that 62% of employees said that they were hardly ever or never appreciated by their boss.

This has become increasingly common in workplaces where many staff are hybrid, remote, or dispersed across multiple sites where visibility of what the rest of the workforce does is not clear,

Modern intranets can host recognition systems that all staff can use to celebrate each others' achievements, great work and acts of kindness happening cross the entire organisation. It is a simple act that will have a big impact on your employees. If budget is a concern, there doesn't have to be a financial reward; the kudos and recognition itself is often good enough.

Recognition has a significant influence on productivity, motivation, wellbeing and job satisfaction. Employee recognition initiatives are no longer just nice to have, they're vital to improve your people's satisfaction at work and overall employee engagement. All of this can be created and managed efficiently in one place; your intranet.

Celebrate employees in your digital workplace by:

- Posting appreciation and success stories on your intranet timeline
- Using a built-in recognition feature to publicly share thanks
- Inviting colleague nominations for demonstrating company values
- Giving social media shout-outs using employee or customer quotes
- Spotlighting employees on the blog for going above and beyond

Intranet feature guaranteed to improve retention

Oak's employee recognition software helps businesses boost morale and lets the workforce know that they care by celebrating milestones like birthdays and work anniversaries.

Anyone can post an appreciation to the main timeline, meaning users can comment on achievements at any time.

This creates a positive working environment, which will in turn, boost morale, improve employee wellbeing and increase collaboration and productivity.

It can also act as a motivation for employees to do their best work when they are rewarded with recognition from managers and peers.

Communication and collaboration

Several problems can arise when organisations are not able to communicate and collaborate with their employees properly.

Providing and utilising effective communicative channels within your workforce is so important when it comes to an employee retention strategy.

Oak's Future of Working Report found that nearly half of leaders say inter-department communication has been an issue during remote working periods, demonstrating that many businesses haven't been able to adapt with the technology at their disposal.

52% of senior executives agreed that ineffective comms and workforce misalignment had negatively impacted both employee retention and financial aspects of their business.

–The State of Employee Communication and Engagement Report

A user-friendly intranet is an excellent way to encourage two-way communication and increase employee engagement. Creating and maintaining a variety of interesting content, as well as enabling staff to post their own news and updates, will significantly increase the interaction and engagement rates across your intranet.

Integration with other comms channels and content sources will also help boost user figures by unifying information and communication.

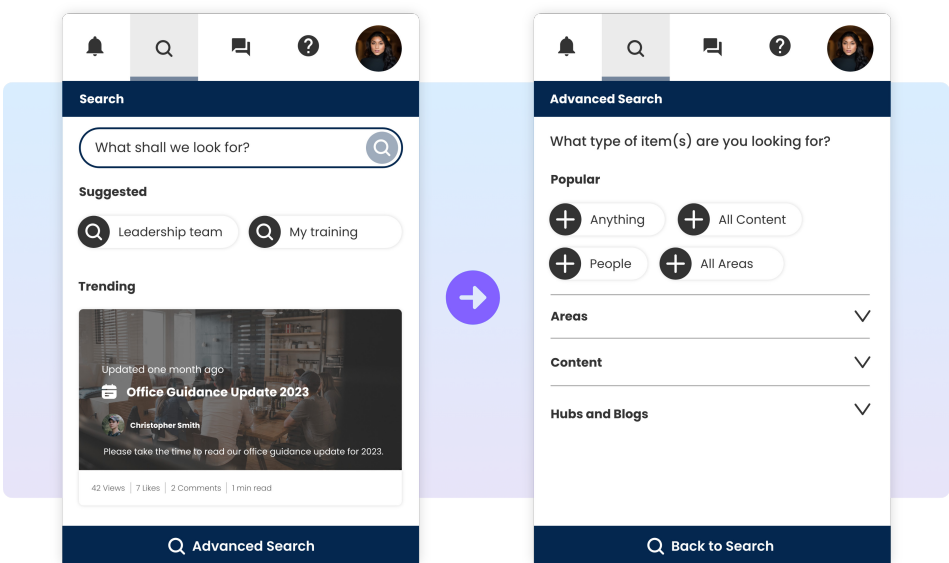
It will also improve company culture by allowing your people to access the information they need, when they need it. Modern intranets help employees be more efficient and make their roles that little easier. All of these elements contribute to job satisfaction, and any incremental gains that can be made are another step toward increased employee retention.

Features to support communication and collaboration

Oak's [Content Management](#) and [Search](#) features enable users to locate all content, past or present, in a uniform location.

Search is designed for employees to find whatever they need on their intranet, from documents to staff profiles, helping employees save time, be more productive and ultimately improving collaboration.

The instant messaging feature also helps improve communication and workplace productivity, where users can chat to one specific person or a whole group. Perfect for communication across the business, remote workers and general social interaction between employees in an intuitive way for the modern worker.



Job satisfaction

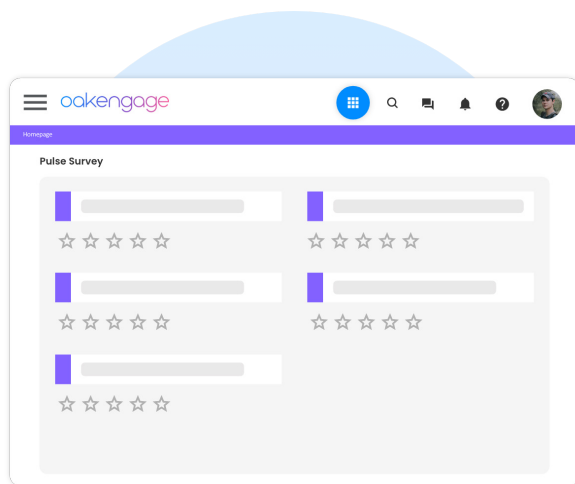
It can be challenging for management to find out how happy your employees really are at work and understanding how they actually feel.

Many businesses struggle to get into the mindset of their employees which can eventually lead to problems with employee retention.

The link between employee engagement and retention is well established. Those who are highly engaged are 87% less likely to leave an employer. Furthermore, employees who are satisfied in their job experience 59% less employee turnover.

Acknowledging suggestions, concerns or constructive feedback by actively tackling the issue helps employees feel heard and can make a world of difference their happiness.

By giving your employees the opportunity to provide feedback, when they know that you will listen and act on their suggestions, they feel involved, heard and this can go a long way to and reducing turnover.



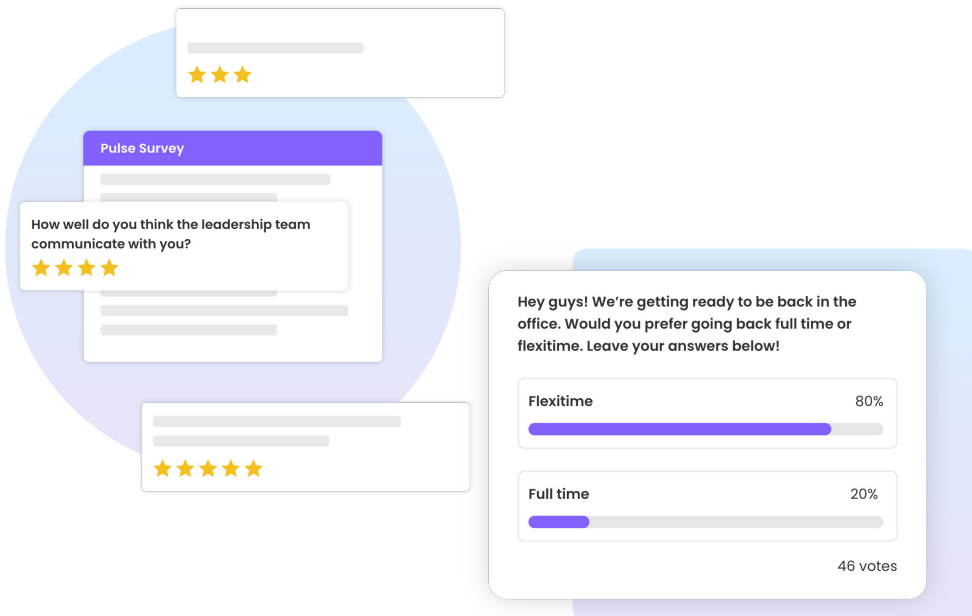
Features to improve job satisfaction

Feedback tools like [Pulse Surveys and Polls](#) can be targeted to specific employees, with analytics that can be measured in real-time and actioned.

Through Pulse Surveys you can measure the sentiment of employees and understand the potential drivers of employee turnover, which you can use to inform your retention strategy.

For condensed or specific in-the-moment feedback, you can send polls through your intranet. No need to use email or a third party site, keep the poll and the results all within your intranet. You might use them to get votes to decide on internal events, employee mood or quick knowledge tests. Whatever the reason, polls are easy.

By targeting specific employees, polls can generate data that could inform activity to increase employee engagement.

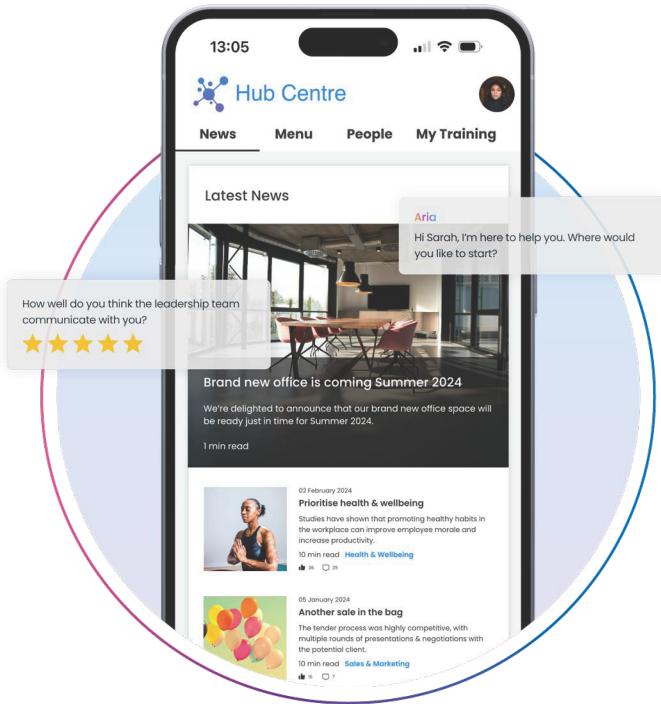


An award-winning employee app and intranet solution

Oak Engage empowers your teams to get the right message, to the right people, at the right time.

We're here to make communication simple. We believe there is a better way to use technology to engage employees, cut through the noise, and inspire action that puts people at the heart of organisations.

The customer is at the heart of Oak Engage, with an attentive support team on hand to help with any customer queries.



Trusted by the **world's biggest brands**



Ready to get started?

We offer a free and personalised demo service,
showcasing our intuitive and easy-to-use platform.
Tailored to meet your specific needs.

[Book a demo](#)

