



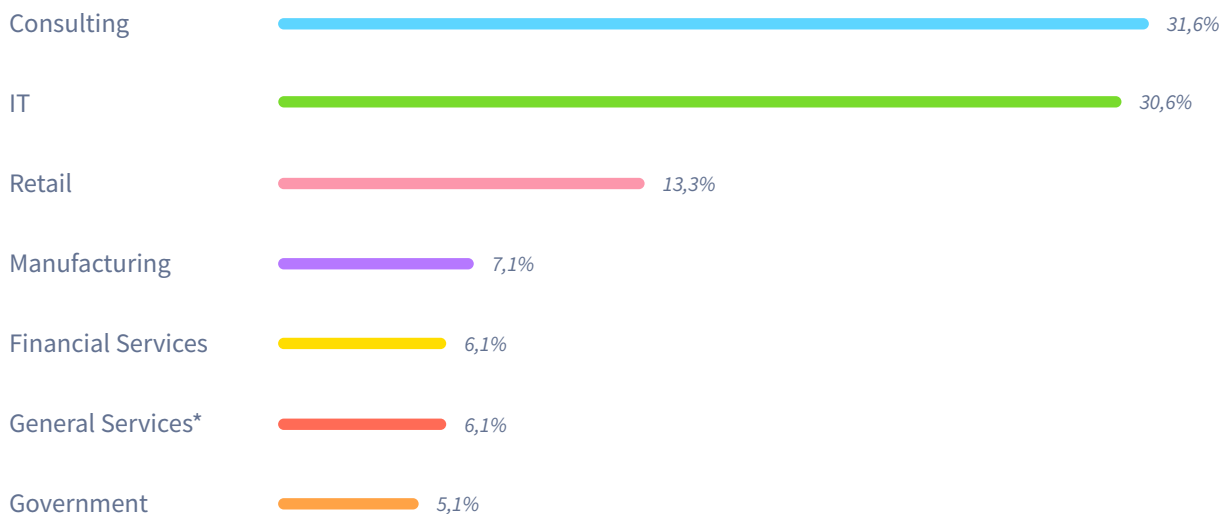
# The Industry Benchmark On Employee Engagement



# Introduction

Business strategies are challenged by an intense combination of social, economic, political and technological issues. However, C-level agrees that the workforce is still the most valuable asset to face and succeed the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) challenges, but are they prioritising their employees' well-being?

**We know that an engaged employee can increase its productivity by 17%.** Although the relationship between employee engagement and organisational effectiveness has been extensively researched and well documented over the last decade, we conducted a research covering 104 organisations with presence in the US, Europe and South-Africa. We interviewed senior leaders about employee engagement, so you can compare your organisation's behaviour with others in the same industry:



\* The general service sector consists of the production of services instead of end products.

## Employee Engagement Benchmark:

# MANUFACTURING

The manufacturing sector is the second most aware of the loss of talent over disengagement. With this information, the manufacturing industry is determined to put efforts into increasing employee engagement this year.

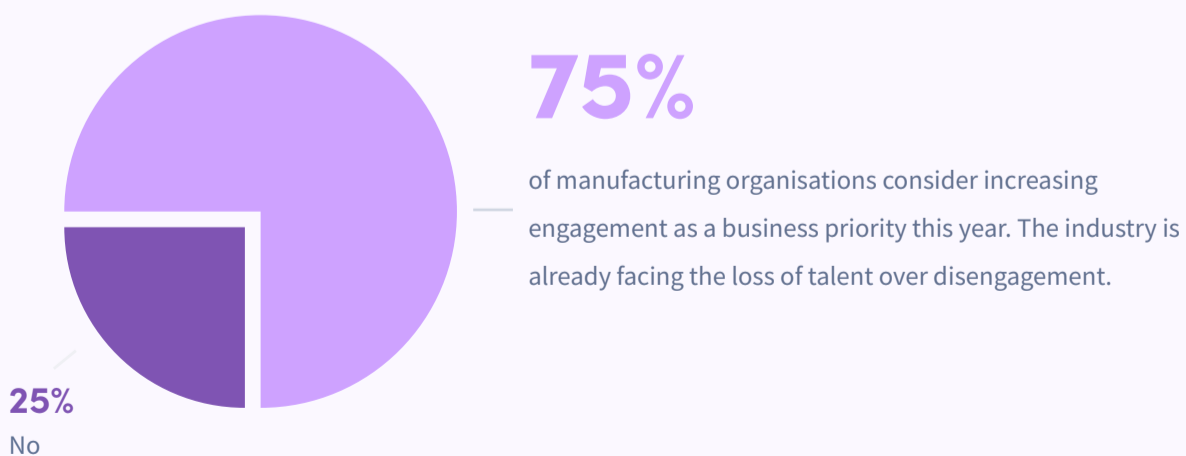
### Are you losing talent over disengagement?



### Are you actively measuring engagement?



### Is increasing engagement a priority?

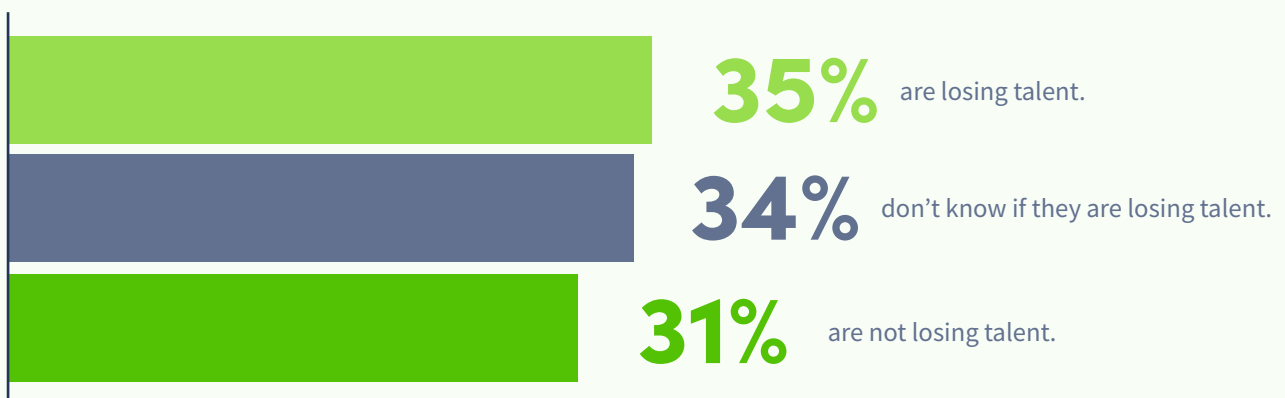


# Employee Engagement Benchmark:

## IT

IT is one of the industries with the fastest-growing ratios over the past years. Most of the time these organisations moved from being start-ups to becoming scale-ups and enterprises, but they kept (or at least tried to keep) their culture, which in most cases implies good communication between peers. In this industry, almost none of the organisations measures engagement on a yearly basis.

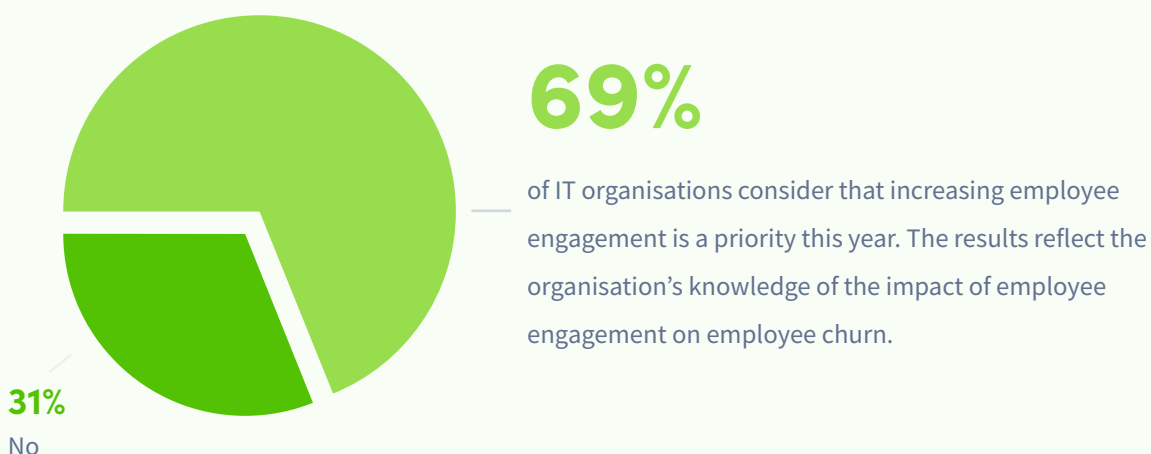
### Are you losing talent over disengagement?



### Are you actively measuring engagement?



### Is increasing engagement a priority?



## Employee Engagement Benchmark:

# GOVERNMENT & NON-PROFIT

The Government and non-profit sector is the only one where almost all respondents said to be measuring their employee's engagement levels. Even if they measure engagement at least once a year, they also all said that they are currently losing talent over disengagement. This could be because they aren't taking actions based on engagement input. Even with this information, 50% of them do not consider increasing engagement as a priority.

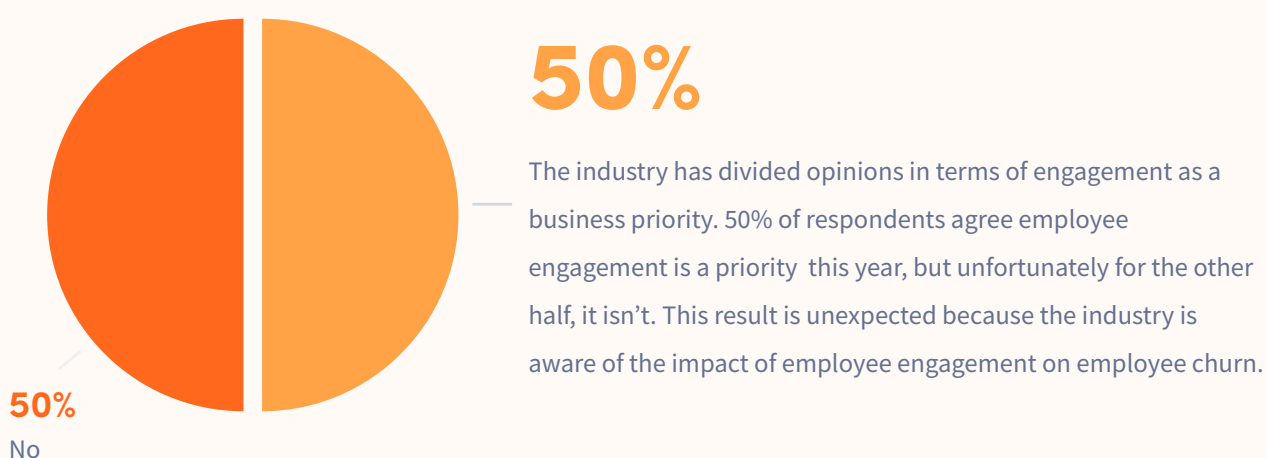
### Are you losing talent over disengagement?



### Are you actively measuring engagement?



### Is increasing engagement a priority?



# Employee Engagement Benchmark:

## GENERAL SERVICES

The General Service industry is composed of organisations with presence in different sectors, such as digital, marketing, advertising, horeca, telecom and energy. The results of our research might alarm the leaders of these industries. Besides that, 62% of respondents don't know whether their employees leave the organisations over disengagement. 75% said it is not a priority this year. The industry needs to figure out how to get insights from their employees in order to make informed decisions and improve employee retention rates.

### Are you losing talent over disengagement?



### Are you actively measuring engagement?



### Is increasing engagement a priority?

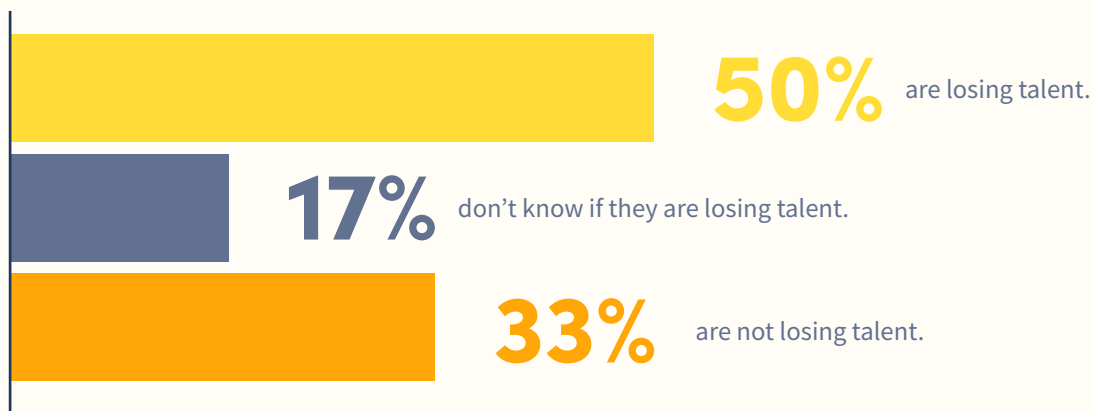


## Employee Engagement Benchmark:

# FINANCIAL SERVICES

Financial services organisations are living through a time of strong digital transformation where more and more digital skills are needed. With other industries facing similar transformations, such capabilities are scarce. Banks are one of the biggest industries suffering in the war on talent. If they want to attract and keep top performers, they need to update both their performance management approach and their employer branding.

### Are you losing talent over disengagement?



### Are you actively measuring engagement?



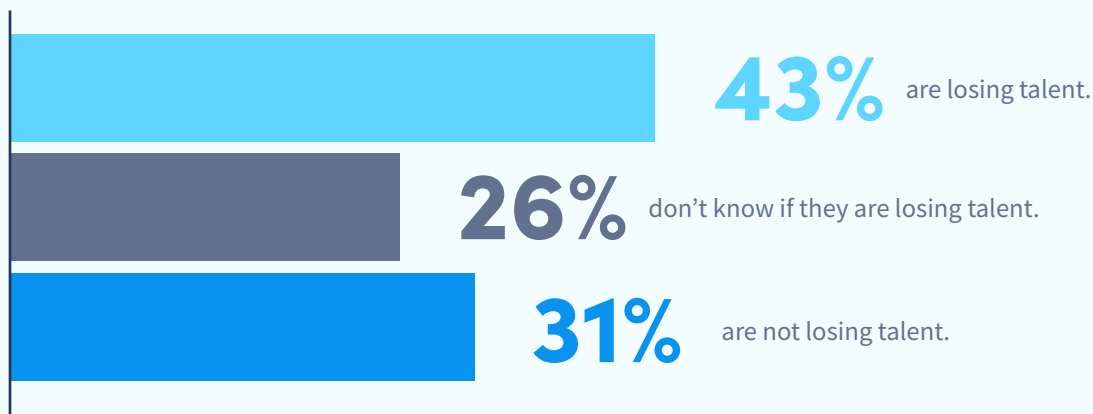
### Is increasing engagement a priority?



# Employee Engagement Benchmark: CONSULTING & RECRUITING

Consulting and recruiting is an industry aware of the importance of employee engagement. In fact, it is in the top 3 industries that have employee engagement as a top priority for their 2020 agenda. This result is a consequence of the business' struggle to attract, develop and retain top talent.

## Are you losing talent over disengagement?



## Are you actively measuring engagement?



## Is increasing engagement a priority?





# Employee Engagement Benchmark:

## RETAIL

In the retail industry, high employee turnover is more costly than in any other sector. Turnover costs get amplified due to the industry's logistics, training cost across time zones and countries. This has a big impact on an organisation's financial strategy. These costs are the reasons why engagement is a priority for everyone questioned in that industry.

### Are you losing talent over disengagement?



### Are you actively measuring engagement?



### Is increasing engagement a priority?



# Overview

Here you can find an overview on how different industries are scoring and how engagement levels relate to employee turnover. We want you to have clear insights from organisations facing similar challenges, so you can compare your current situation with other organisations and industries, and take action on what you can improve.

We asked leaders of organisations three questions: Are you losing talent over disengagement? Are you actively measuring engagement? Is increasing engagement a priority in 2020? The following results are the percentages of responses for each industry.

	Are they losing talent over disengagement?			Are they measuring employee engagement?			Is increasing engagement a priority in 2020?	
	Yes	No	Don't know	Continuously	Once a year	No	Yes	No
Consulting	43%	31%	26%	57%	23%	20%	73%	27%
IT	35%	31%	34%	50%	2%	48%	69%	31%
Retail	83%	17%	0%	58%	33%	9%	50%	50%
Manufacturing	63%	25%	12%	50%	37,5%	12,5%	75%	25%
Financial Services	50%	33%	17%	43%	28%	29%	50%	50%
General Services	25%	13%	62%	12,5%	12,5%	75%	25%	75%
Government	100%	0%	0%	23%	75%	2%	100%	0%

Dig deeper into employee engagement metrics.

[Download the whitepaper >](#)



# Measure your employees' engagement with intuo's software solution

Send out as many anonymous surveys as you like on your chosen topics, or use our own library with more than 1000+ questions to gain real-time information on how your employees are scoring. Take action based on intuo's result mapping and smart suggestions.



**Find out what intuo can do for you**

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