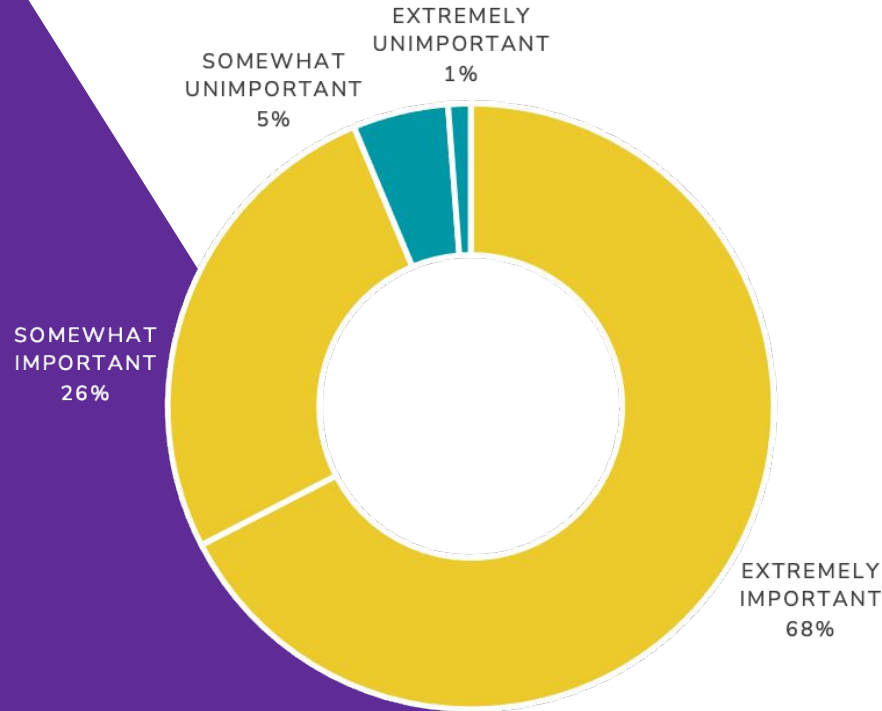


# How to Drive a Better Employee Experience

 Time is Ltd. Research conducted in partnership with Ascend2

**Ascend2**  
RESEARCH-BASED MARKETING

How would you rate the importance of employee experience at your organization?



## Employee Experience **IS EVERYTHING.**

Employee experience matters. **Nearly all (94%) of HR leaders** surveyed consider employees' experience at their organization to be important, with over two-thirds reporting that it is *extremely* important.

There is a fundamental gap between what HR leaders say is important, the current realities of today's workforce, and their stated future priorities.

High turnover, poor onboarding processes, and a lack of focus on retention are just a few areas of opportunity for HR leaders. Right now, companies are ill-equipped to handle what's next, and they underestimate the need to get it right.

## Questions To Ask Yourself Regarding The Employee Experience

- 1. How do your teams, departments and company collaborate?**
- 2. Do your Executives, VPs, Directors, & Managers provide sufficient managerial support?**

## Employee Experience is Paramount

According to our own survey of 255 HR executives, [37% of respondents](#) saw a significant decline in employee engagement during the pandemic, and found it to be one of the top most difficult areas to measure.

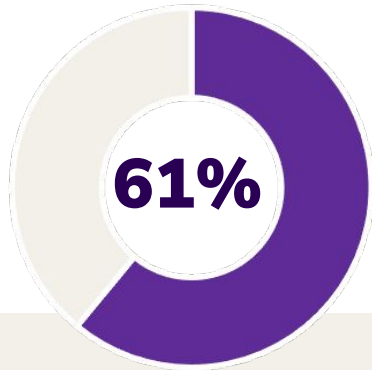
Although there are many factors that contribute to the employee experience, there are two high-level areas that are key contributors as to whether your employees will be engaged and dedicated or detached and apathetic.

The first is creating an environment that enhances collaboration, while simultaneously leaving time for employees to focus on dedicated work. The second, is to ensure that employees have the right level of managerial support to remove obstacles and enables their reports to work to their full potential.

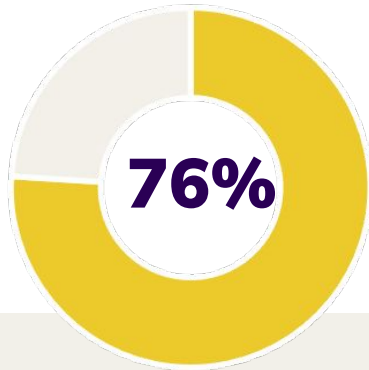
In this report, we'll look at some market data, provide employee experience measurement advice, and look at a sample action plan for getting the employee experience right.

# Poor Employee Experience is Leading to **HIGH TURNOVER.**

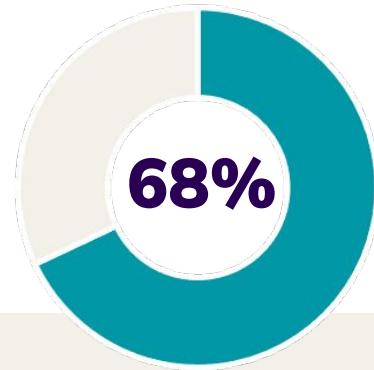
Turnover rates are up, and a majority of HR leaders think that trend will continue. Over 75% of respondents experienced an increase in turnover in the past year, and nearly one-third report a current turnover rate of 16% or higher.



61% OF HR EXECUTIVES BELIEVE  
RETENTION RATES FOR THOSE HIRED  
**DURING THE PANDEMIC** WILL BE  
**LOWER THAN PRE-PANDEMIC RATES**



76% OF BUSINESSES ARE  
EXPERIENCING **MORE**  
**YEAR-OVER-YEAR TURNOVER**



68% OF ALL ORGANIZATIONS  
SURVEYED CURRENTLY HAVE A  
**TURNOVER RATE ABOVE 10%**

# What Harms The Employee Experience

63%

Onboarded Effectively

Only 63% of employees are onboarded effectively.

20%

Of Meetings Lack Agendas

20% of internal meetings don't have an agenda. Emails sent during meetings **is up 12%** since March 2020.

716

Emails Received Monthly

The average employee receives 716 emails per month and **sends 135**.

200+

Slack Messages Sent Weekly

Employees send 200+ Slack messages per week. Average response time is **just 16.3 minutes**.

**Sources:** Onboarding effectiveness, meeting data, and email data are sourced from Time Is Ltd. research. Slack data is from [Recode](#) and Time Is Ltd. data.

The only thing more expensive than keeping talented people is finding and hiring new ones. Compensation and benefits certainly play a major role in this trend, but it's **about more than money**, and there are a number of things organizations can do to keep talented people happy and engaged.

**It starts with time.** Meetings, email, and other collaboration tools are drowning employees and managers in work that they often do not have a stake in. This leads to after-hours work, insufficient focus time, and ultimately lower productivity and engagement.

An action plan to  
**TO IMPROVE THE EMPLOYEE  
EXPERIENCE**


A decorative graphic at the bottom of the page consisting of three overlapping, rounded, wave-like shapes in shades of purple. The shapes are layered, with the lightest purple in the foreground and darker shades behind it, creating a sense of depth and movement.

# Start Measuring Employee Experience

**Example:** Employees are spending too much time working after normal working hours, focus rates are down across the board, and turnover is up. It's clear that there are issues with meetings, collaboration, and distractions.

The first thing you need to do is identify the core issues affecting the day-to-day work of your core teams — and then take action to create a better, more fulfilling employee experience.

## WHAT TO MEASURE



Collaboration,  
Tools &  
Response Time

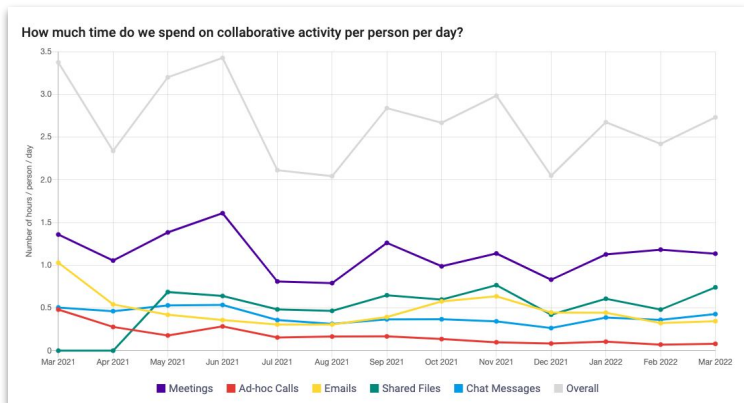
Employee  
Focus Rates

Meeting  
Culture

Managerial  
Support

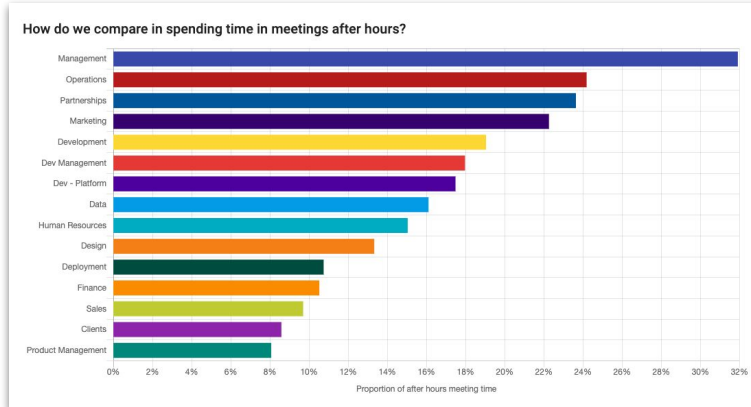
# Collaboration & After Hours Work

## Time Spent on Collaboration Activities



*Collaboration is a necessity, but tool sprawl is real, and different activities take up more time than others*

## After Hours Work



*Look at how much time your employees are spending working after hours, and why*

## Drill Down and Diagnose

Look at collaboration data by team, time of day, and platform, to get a 360-degree view of how your teams are working together. Identifying the causes of poor collaboration and after hours work is a first step to improving employee experience and engagement.

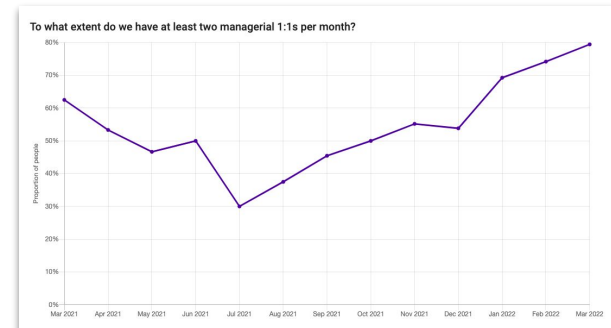
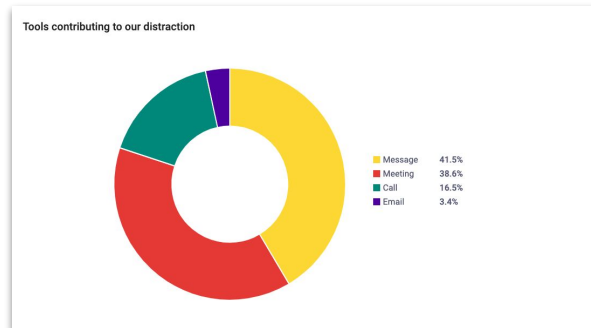
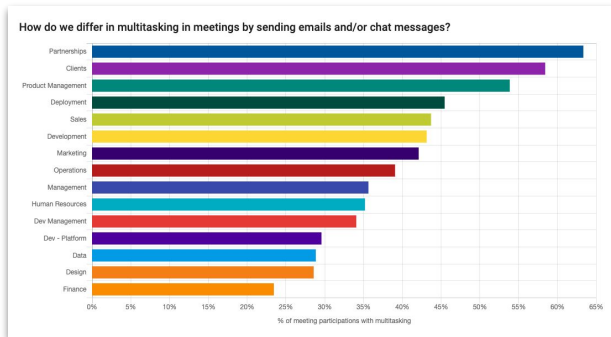


# Focus Rate is Crucial

## Multitasking During Meetings

## Focus Rate & Collaboration Tools

## Manager 1:1 Meetings



*Look at how distracted meeting attendees are, the tools and conditions contributing to it, and fix things*

*Notification overload is real. Analyze message volume, platforms, and response time*

*Regular 1:1 meetings are crucial. They enhance relationships, productivity, and engagement*

## Drill Down and Diagnose

Focus rate has implications across the organization, and there are numerous metrics to dive into to get to the bottom of increasing distraction and notifications. A great way to maintain focus and manageable schedules is via regular 1:1 meetings with managers — setting clear goals and priorities, and keeping communication open.

# So You've Identified Some Problems, Now What?

Let's take a look at a sample Time Is. Ltd. Action Plan

"When we saw aggregated results from Time is Ltd., it inspired us to ask important questions about the health of team collaboration today. Aggregating the data at a team level was important because driving change is a team effort. The goal is to empower team members to be respectful of each other's time, not to 'single people out'. When we treat each other with respect, we will work better together. When we work better together, we will do better for our customers."

Martin Latal, Change Manager, Siemens

# Example: What The Data Shows You

## Collaboration

Every team collaborates differently, but you see that email tends to take up a lot of time, especially after hours.

Your design and marketing teams are both using Slack heavily, and varying response rates across teams show that maybe it isn't working for everyone.

## Meeting Culture

People are clearly distracted during meetings.

There are emails and Slack messages being sent throughout meetings, agendas and follow-up items are lacking, and team members are not getting enough 1:1 meetings with their managers.

## Focus Rate

Your people are distracted. In some cases, focus rates are down to near half-days, meaning that 4 working hours a day are essentially distractions and interruptions. After hours emailing is common, and you know it's only a few select managers who are sending them.

## Your Assessment

Initially, the charts point out a few things that seem extremely alarming, but your internal knowledge tells you otherwise.

You make a note to bring this up with your Time Is. Ltd. Account Manager.

Working With Time is Ltd., You

## **CREATE AN ACTION PLAN**

After reviewing the initial analysis and providing your qualitative assessment to your Time Is Ltd. account manager, they come back with a comprehensive plan for making collaboration more efficient, increasing focus rates, and reducing after hours work.

Specifically, the plan suggests cutting recurring meetings by 10% across the board, and implementing meeting agendas and follow-ups to reduce in-meeting distraction. In addition, you implement a new communication policy to sunset duplicate Slack channels and discourage after hours email.

You give the directive to team leaders and managers to have regular 1:1 meetings with direct reports, and empower employees to reject meetings that are not relevant to them.

You project your new policy will improve employee experience, retention, and will help with some serious company savings.

# SEE REAL SAVINGS & INCREASE RETENTION

Reducing time spent in meetings and after hours work by a very modest 5-10% has the potential to free up the equivalent of 5 FTEs per month. On the business side, that savings adds up quickly, and translates into budget for new projects, new hires, and growth.

On the people side, your employees have more time for focused work, are spending less time in meetings that are now run much more efficiently, and they are working less outside of normal working hours.

In short, focusing on core employee experience metrics around meetings, collaboration, and after hours work has an outsized effect on two core business goals: Higher employee retention and an improved bottom line. Cutting turnover by just 5% can save a SME tens of thousands of dollars. At the enterprise level, that can amount to tens of millions.

## Improved Resource Allocation Opportunity for Client ABC

Number of Client ABC employees: 170

Average Time Spent	Hours
Meetings per day	1.5
Emails per day	0.75
Instant Messaging per day	1.5
Available time for "focused work" per day	4.25
Working after hours per day	1.5
Working during weekends	1

FTE Exposure	Per Month
Total time spent in meetings	31 FTEs
Total time working after hours	31 FTEs
Total time working on weekends	4 FTEs

Savings Potential	Per Month
5-10% reduction in:	
Time spent in meetings	1.5-3.1 FTEs "freed" up
Time spent working after hours	1.5-3.1 FTEs "freed" up
Time spent working on weekends	0.2-0.4 FTEs "freed" up

Average turnover	10%
Cost of turnover (1.5x replacement cost)	\$1,530,000

Reduce turnover by 5% (savings)	\$76,500
	<hr/> Over two (2) years
Reduce turnover by 7% (savings)	\$107,100
	<hr/> Over two (2) years

Calculation Assumptions: \$60K annual salary, 21 workdays per month, 4 weekends per month, FTE employees/2,080 hours worked per year, Hourly rate excludes overhead load, No change in headcount, 10% turnover.

⌘ Time is Ltd.

Ready to become a leader in  
**EMPLOYEE EXPERIENCE?**

Contact [solutions@timeisltd.com](mailto:solutions@timeisltd.com)

“Using Time is Ltd.’s core products to create a 360° view of our entire digital communication and collaboration system, we're confidently improving our hiring, onboarding, and new employee engagement all of which are critical to continuing to successfully scale our business.”

Mark Romagnoli, SVP Operations, WAVE Sports + Entertainment

