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YOUR LETTERS

Employee engagement should be a priority

It was interesting to read your employee engagement article in last month's issue. It is surprising that employee engagement is so poorly measured in the UK because retaining good staff should be a priority for organisations across the board. We all know that recruiting can be costly and time-consuming, so if you have already hired the right people, it should be a business focus and priority to keep them by making sure that they are happily engaged. In our experience, benefits are becoming much more important to organisations right now, especially bearing in mind the current economic landscape. Offering a choice of useful and relevant benefits

to your employees can be the difference between a motivated staff and one that is looking for alternatives. And, there are some interesting and imaginative benefits packages on offer that deliver real, everyday benefits to individuals but that do not cost a fortune to implement. The trick is to make sure that employees understand the value of their benefits packages.

The value of non-cash rewards increases in a recession when salaries and pay rises are constrained. There are several ways of approaching these benefits but one that we see growing in popularity is online catalogues. These can be run as a managed service, accessed through a

secure password-protected site, and they open up thousands of discounted lifestyle products and services for employees – at significant savings. They are incredibly valuable to employees and should be viewed as a part of their salary or perhaps a bonus.

Organisations need to look at this issue in detail and realise the importance of employee engagement before they lose the best talent they have to a company that recognises their value and rewards them accordingly.

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