



ADVOCACY

What Would Your Employees' Review of Your Company Say?

An important, but often overlooked, strategy for building brand ambassadors is delivering the same level of excellent customer service to employees as you would to customers. Workers can influence a company's brand reputation just as much as a customer can, and based on how they are treated, they can be powerfully positive or negative voices. The 2014 Emerging Workforce Study by Spherion revealed workers' attitudes on their companies and the importance of internal customer service.

- Only **35%** of workers would say something very positive in discussing their company with other people.
- Another **32%** would say something only somewhat positive about their employer.
- Nearly half of workers (**42%**) would write a negative review online or post their dissatisfaction via social media if they have a negative customer service experience with a company.

Workers rate the level of customer service their employer provides to external customers **higher** than the way the company treats its employees.

- 58%** of companies in our study agree that negative experiences aired online are more damaging than delivering the poor customer service in the first place.
- 20%** of companies have lost between 6 and 25 percent of their customers due to a negative online reputation or comments about their company.

RETENTION

Mind the Gap: Employee Retention

Companies are in for a difficult road with the changing employment market. It seems not many employers have focused on the retention of talent, and it still remains a low priority for many.

Only 23% of employers say turnover/retention is their top HR concern.

For more than 15 years, the Emerging Workforce Study by Spherion has found a disconnect between employers and employees when it comes to retention drivers. The results from the 2014 study are no different.



Employers' View



Employees' View

Employers believe the most important aspects for worker retention include:

Workers feel they are influenced to continue to work at a company by:

89%

Management Climate

78%

Financial Compensation

85%

Employee-Supervisor Relationship

76%

Benefits

81%

Culture & Work Environment

71%

Growth & Earnings Potential

LEADERSHIP

The Clog in Succession Pipelines

As Baby Boomers exit the workforce and Millennials enter in, it's important for employers to simultaneously address Baby Boomer retirement and Millennial talent development. But is the workforce ready for Baby Boomers to leave and Millennials to lead? The results from the 2014 Emerging Workforce Study by Spherion revealed the attitudes of employers and workers on this generational shift in the workplace.

63%

of companies have increased their succession planning efforts to address impending Baby Boomer retirements.

64%

of companies believe their younger workers lack the business and life experience required for leadership positions.

While companies believe younger workers lack experience,

61% of Millennial workers agree they have greater opportunities available to them because of their age.