



A Study on Innovative Employee Retention Strategies

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Abstract:

This study explores the creating innovation on retention strategies based on the various methods and policies followed by the organization. The development of creative strategies for retention is primarily driven by the administration's concern over personnel turnover and recurring employee shortages. The current study provides the data to develop retention strategies. According to the strategies, retention efforts must particularly target specific conditions and methods, such as compensation methods, inclusion initiatives, and diversity programs, in order to be effective. The report shows innovative strategies that improves talent management and retention rate of the organization.

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I. Introduction to the concept of retention:

Employee retention is the ability of an organization to retain its employees and ensure sustainability. In a specific time frame, a simple statistic can be applied to demonstrate employee retention. Employers implement employee retention strategies in an effort to keep employees in their workforce.

According to Michael Armstrong “Employee retention is the ability of an organization to retain its best employees and hence maintain a lower turnover”.

According to Jack J. Phillips “Retention is the percentage of employees remaining in the organization”.

According to Das and Baruah “Retention is a process in which the employees motivated to continue in a working relationship with the organization for long period of time”.

“Train people well enough so they can leave, treat them well enough so they don't want to”.

-Richard Branson (Virgin group founder)

Employees don't belong to a homogeneous group, and organizations have an employee base that spans a variety of demographic, age, socioeconomic, and other aspects. Organizations' perspectives on retention, hiring, and policies will evolve once they recognize this. Organizations benefit by maintaining an abundant amount of institutional knowledge and experiences within the organization by keeping talented workforce. Instead of relying on uncertain or inexperienced outsiders, you could consider filling such positions internally with talented workforce.

Steps in retention process:

1. Calculate your current employee retention rate:

This will provide you an outline that allows you to construct your plan. The retention rate is calculated by using the formula:

$$\text{Retention rate} = \frac{\text{No of individual employees who remained employed for entire measurement period}}{\text{No of employees at start of measurement period}} \times 100$$

2. Analyze and benchmark your retention data:

Consider working with an HR consultant to benchmark your own retention data against that of other organizations in your industry. Evaluate the current status of your retention efforts regarding the tenure of employees and reasons for leaving by conducting exit interviews, which is an important tool for understanding and managing retention.

3. Conduct an employee retention survey:

Develop and conduct an employee survey with the help of your HR consultant, asking questions about retention such as work engagement, compensation, and specific organizational policies. Then, examine the results of that survey. The responses highlight specific areas that require improvement. Compensation, inclusivity, and professional development are the key areas that will serve as the foundation of your future plan.

4. Audit your current practices in relevant areas:

Conduct thorough audits of your procedures in the areas where you want to concentrate your efforts. Professional audits of your HR procedures, compensation plans, diversity programs, and other areas can be carried out by consultants and other expert partners. Use the information from your employee survey to assist determines the audit's focus areas. An efficient audit will reveal specific shortcomings and gaps that need to be fixed if you want to increase retention rates.

5. Setting employee retention goals:

Outline your workforce retention goals and develop a strategy for achieving them in relation to the findings from exit interviews, the employee survey, and the audit results. Consider making gradual adjustments to your retention rate and include several deadlines for success assessment. Developing improvement plans will be a part of this.

6. Create enhancement strategies and divide responsibility:

Describe strategies for resolving the challenges you have found. Detail the specific modifications, how they will be created and implemented, who will be responsible of what parts of the plan, deadlines, and all other relevant details. Make sure the team members who are involved comprehend why and how their assistance will benefit the overall retention plan and goal.

7. Carefully monitor and evaluate improvements:

As your teams make progress along the improvement schedules, regularly check in with them. Make sure you have a strategy set up for evaluating the results of each specific change and the broader retention drive overall. Remember to give credit and appreciate your team's accomplishments as the elements of the strategy come together.

Objectives of the study:

The present conceptual study was conducted to study the following objectives.

1. To understand the concept of employee retention process and developing innovative and suitable strategies.
2. To study the determining factors that influence employee retentions.
3. To understand the employee engagement activities and its impact on employee retention.
4. To examine the impact of culture, work life balance, compensation methods and diversity programs in retaining employees.

Methodology of the study:

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

This study was an extensive review of existing scholarly articles, research papers, industry reports, and case studies related to employee retention strategies, talent retention strategies, developing and innovation of retention strategies in different organizational contexts. This will provide a comprehensive understanding of the analyzing the retention data and developing the innovation and suitable practices in retaining employees.

Innovative Retention Strategies:

1. Recruiting for culture fit:

Employee engagement and loyalty will increase when you choose someone who fits your views on culture. When new hires understand your company's cultural values, they could become a part of the team more quickly. Raise the questions regarding your company's basic values during the interview. Please explain how the position related to the values. It will help them to know what is anticipated of them.

2. Competitive salary and benefits:

A competitive salary is the regular compensation that a person receives from a job that is equivalent to the sum that other individuals make from jobs with the same title at similar organizations. It includes everything that an employee receives such as benefits, perks and allowances. According to a recent Glassdoor study of individuals working in hiring, HR, and recruitment, the top reason given for leaving work by 45% of workers is an unfair wage. Career progression possibilities, greater perks, and location came next in importance. This demonstrates that hiring an employee for less than market value can end up costing you more in the long run.

3. Foster respect in the workplace:

Establishing a culture of trust at work is crucial. No employee should ever feel devalued or disrespected. This can be accomplished by demonstrating consideration and kindness to the employees. Moreover, ensure that they feel appreciated by the company. An employee will be more likely to remain in their company and be more productive if they feel respected.

4. Inclusion:

New hires want to believe that their recruitment had a purpose and that they are crucial to the company's success. There are no short cuts to establishing an inclusive culture; it takes a top-down strategy in all areas, from hiring and leadership evaluation to professional development and performance monitoring.

5. Workation:

Workation is an employee-friendly concept that sets your company apart in the competition for the finest employees. When "work" and "vacation" are combined it happens. Workation assists in helping you develop your culture and achieve a competitive edge. Make it clear that you care about their welfare and will make them adore their work if you are interested in attracting workforce. Your employee retention strategy might be improved by creating a distinctive work environment.

6. Creating growth pathways:

Employees are aware that they must keep up with changes in the workplace or face a chance of falling behind. However, a lot of individuals feel that there aren't many opportunities for upward mobility and growth inside their current companies. As a result, they look for their next opportunity outside of the organization. Simply reminding your staff that their futures at the company are bright with committed career paths can enhance employee retention. Career pathing is a collaborative process where employees and management set goals and create a strategy for learning and development to achieve them.

7. Staggered work shifts:

In a profession which demands more social isolation, staggered shifts may be beneficial. The idea behind staggered working hours at a corporation is that staff members do not enter or leave the office at the same time. Staggered work shifts existed before the pandemic, but they became prominent later. In addition to maintaining social distance, it might also help you escape heavy traffic and peak workplace rush hour.

8. Sabbatical programs:

Sabbatical initiatives are an effective way to keep top achievers. It shows that you appreciate the effort and dedication of your long-term staff members. Sabbatical breaks could last up to six weeks, under the company's leave policy. Employees may really benefit from a sabbatical. They have the chance to work on their passion project and build new skills. Some individuals simply like having time to themselves and with their closest companions.

9. Participating in CSR (corporate social responsibility) Programs:

Generation Z and Millennial workers are driven by a sense of responsibility. They are devoted to supporting the neighborhood. Empathy is valued by people, especially in times of difficulty. Contributing to the society and helping those in need are worthwhile endeavors. It encourages staff engagement and loyalty. An effective employee retention approach is a CSR project in which employees take part. It will significantly improve employee involvement. Virtual CSR activities are a lot superior alternative when real-life team activities aren't feasible. You may organize things like virtual charity bingo. Additionally, there are other activities that you can carry out by yourself or from a distance, like as planting trees, culinary for a worthy cause, donating to pandemic-affected areas, and others. It fosters a sense of success and solidarity.

10. Service yearbook to honor employee tenure:

An employee experience leads to increased employee engagement, which enhances talent retention. Employee experience leads to increased employee satisfaction, which makes employees feel valued and appreciated

because you recognize their time and effort in your company. A service yearbook is an ideal way to acknowledge and appreciate long-term employees for their contributions throughout the years.

11. Profit sharing plan:

Employers can transmit a percentage of their profits to their workforce through profit-sharing plans. When provided a share of the action, employees are more motivated to go above and beyond.

12. Employee stock ownership programs:

Employee stock ownership plans (ESOPs) give employees an opportunity to acquire business stock. It encourages employees to have a sense of ownership and motivates them to work for the organization's advancement.

II. Conclusion:

In conclusion, the study highlights the significant impact of compensation methods, diversity programs, rewards and recognition, Inclusion and other methods and strategies on retaining employees innovatively. The analysis of retention data and conducting the retention surveys exhibits the retention rate of the organization. By creating enhance and innovative strategies that increases the retention rate and improves the talent management within the organization. The study enables the innovative strategies on employee retentions which deals with recruiting, recognition, rewarding and retaining the employees. Furthermore, data-driven decision making has enabled organizations to make more informed and evidence-based choices regarding recruiting and retaining employees.

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