



E-book

Help Your People Give Their Best

Workforce analytics help keep your teams motivated by tracking engagement throughout your organization. Your people are your most valuable asset – keep them happy with Keencorp Analytics.





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Using Tech To Understand Your People





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For your organization to maintain a competitive edge, you need to understand how happy your people are. Why? Because happy people stay longer and do better work, and give your business more value.

Unfortunately, people won't always tell you if there's a problem – especially if they feel it won't make a difference.

But what if you had a surefire way of measuring your entire workforce's collective mindset – on-demand? A simple means of tracking stress, monitoring real-time mental health, and gaining predictive analytics – across all of your offices, anywhere in the world: in over 15 languages.

You'd be able to keep your finger on the pulse of each and every department in your business any time you want to – and be proactive, not reactive, and able to engage with your teams to improve employee retention and cut down on wasted energy.

Here's the good news: all this is possible with our innovative, deep-learning AI tech. Not only can it monitor your company's digital communications – but it can also detect the tone and nuance of all content types at scale: right across your workforce; in an unobtrusive way, unbiased, and fully GDPR-compliant.

It all starts with an appreciation of the people who make your business great. Without them, you couldn't deliver – keeping them happy should be at the top of your priorities.

If you're responsible for large teams who are dedicated to delivering the best for your customers and your business, you may struggle to answer a few key questions:

- How are our employees feeling – here and now?
- How has our workforce adjusted to a new initiative?
- How can we proactively retain employees – before they become disengaged?
- Where is your business leaking energy?

In this e-book, we'll explore these questions and more.



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People Don't Light Up Like a Dashboard





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It would be so easy if your people's problems flashed up on a dashboard like they do in cars. If the issues a person was facing were clear the moment they started, we could all do a better job of taking care of them.

A machine is a series of separate parts connected to become something that serves a purpose. A business, on the other hand, is far more organic. Unlike a machine, an organism changes over time and doesn't fit into pre-defined boxes. This is true in your business, where your teams grow and shrink to meet demand. Not all parts of an organism can co-exist perfectly at the same time. When one part of your business is unhappy – think of it as an illness.

Machines are built on 1's and 0's. But your business is a gray area. While one person in a department may be happy, the whole unit could be struggling. The truth is that everything in your business is interconnected. That means if one person is on top of the world, it could still negatively impact others that are struggling. Just like a leaky pipe, you want to understand where your team's productivity is being drained quickly to avoid serious structural damage.

Think of this analytics platform as a health monitor. It can track workforce happiness, broken down by teams or business segments, to show you where and when problems are starting. This insight gives you immediate direction and the opportunity to fix things before it's too late. The important thing is to be concerned with the whole body. Once you understand that one area needs fixing – you can repair the whole thing.

Imagine your workforce as a single organism, KeenCorp Analytics highlights the unhealthy cells so that you can help heal them.

Let's have a closer look at some of the key benefits offered by textual analysis of your business communications. Although this platform offers a host of tools that give you the ability to report on your workforce, all while remaining completely GDPR-compliant, the human impact has to be the front of mind.

Tracking employee engagement is one of the main benefits of using the KeenCorp Analytics platform. Understanding an employee's level of engagement means you can respond rapidly the moment issues are detected and help them. Another key feature of our analytics platform is helping to boost employee retention by monitoring the sentiment behind digital communication throughout your business.



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An Engaged Workforce Gives You Their Best





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According to analytics firm Gallup, highly engaged teams achieve a 10% increase in customer ratings and a 20% increase in sales¹. That is massive. Not everything is customer-facing or sales-driven, but if the engagement can improve one aspect of your business that much wouldn't you want it in every area?

Imagine, or perhaps you don't have to, that you've noticed an increase in disgruntled customers on the phone. As far as you can tell your product hasn't changed – so it's likely your service has. With a tool that measures internal communication, you can see that your customer services team is becoming increasingly unhappy. This gives you an opportunity to act.

If it's a particularly busy period in your business – because of the time of year – or say you've just won additional contracts; you might not have increased your personnel resource quickly enough. This is going to have an impact on the happiness of the existing team members as they might feel overworked or underappreciated.

If your organization is undergoing transformation either through internal changes or from growth, then a tool that can keep tabs on how happy your people are is invaluable. By understanding if the mood in a particular team has taken a turn – and when that happened – you can pinpoint changes in your business and review

them. Maybe a team is under-resourced or undertrained – by understanding this you have an opportunity to fix these issues and get them back on track. Ultimately, happier people have a positive impact on every metric your business cares about.

It's unfortunately quite common for staff reviews to be little more than box-ticking exercises. This is why when speaking with senior managers, staff are often hesitant to be completely honest. This doesn't help you get to the root of any problems. But with a tool that cuts through all that, one that's working constantly in the background, you always know when people are struggling.

Dishonest feedback rarely comes from a bad place. Your people might just not want to rock the boat. Or, worst case, feel that their opinion won't be heard. An analytics platform that detects sentiment in communication can help avoid these pitfalls.

In fact, once you start recognizing and acting on disengagement in teams, your people will know that you care and will begin to provide more honest feedback.

1. <https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>



Keeping Your Best People Is a Business Priority





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Whether your organization has low or high staff turnover there are big gains to be made. From the same Gallup study quoted earlier, in high turnover environments, highly engaged business groups achieve 24% less turnover.

In low-turnover organizations, this rises to 59% less turnover. Just think about your own company and the great staff you've lost – what if you could have kept them?

Let's say your HR team has told you that you seem to have a problem retaining staff. But which staff aren't staying? They're likely looking at individual cases. But, if you track workforce wellness instead, you can map happiness against time for each team. This will show you when issues appear in any particular area.

If, for example, between the first and second year of service is where people are typically unhappy then you can develop programs to combat that and get them past that point. Our tool can map happiness over time. This allows companies to see the times when perhaps different teams are more or less happy.

After analyzing the trends of dipping happiness you can find the modal time served by people leaving. It turns out, in this example, that between years 1 and 2 is when you have the highest staff

turnover. That's your actionable insight. Work with your HR and Training teams to develop plans, training, and reviews that keep people on the track to success.

As a business leader, you know what is going on in your business. But if you aren't aware that those things are impacting your people, you'll come unstuck. Other teams will not be able to connect the dots, but as a senior leader you will quickly be able to find root causes – you just need the alert in the first place. Disengaged workforces don't care, and unfortunately, this lack of care can spread. You need an early warning system so that you can deal with problems as soon as they appear.

What if people aren't staying with your business because there is friction between different segments. Perhaps you have a group of staff who have been with your business for some time who are struggling to work with newer starters who have differing values.

One common reason for staff turnover is a division between and within teams. If you have a group that are well established and have similar working values at your company, they might struggle to integrate with new starters. Although the new starters are working well, they may have different ways of communicating within your business. If you can track morale dropping, you can use that to dig a little deeper and find out why, and then fix it.

Teams that have high turnover typically end up being understaffed. Under staffing leads the remaining team to work harder than they should and ultimately kills productivity. This is a prime example of energy leaks in a business that can be solved through wellness tracking.



Human Insight Empowers Your Decisions



If you are only getting feedback from reviews and not keeping in touch with your teams, you may be missing key signals about their happiness. By tracking workforce engagement and mental health, you can spot changes as soon as they appear.

This alerts you to understand the root cause of your team's problems, why those things might happen, as well as the wider business impact. Once this happens, you will be able to pinpoint improvements you can act on, and you'll be able to do better for your teams– and for your business.

One way to boost engagement with your people is to use KeenCorp Analytics. KeenCorp gives you the tools to track workforce health and engagement in real-time, as well as use AI to predict changes in happiness, helping you do the best for your biggest asset – your people.

Don't wait to make the difference – visit <https://keencorp.com/solutions/> today.



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Our services



Employee Productivity

Gain a clear picture of employees' anxiety and engagement, so you can respond quickly if issues arise.



Change Management

Identify low employee engagement and morale to retain valued employees.



Reputation

Avoid potentially damaging negative social media coverage by responding early to spikes in internal tension and stress.



Financial Integrity

Detect hidden risks across the organization to identify financial misconduct before it escalates.



Safety

Get objective feedback to monitor the impact of new policies as they are implemented.



Diversity & Inclusion

Detect misconduct before incidents occur to prevent costly claims.