

3 in 30: 3 Benefits of Using GoCo in 30 Minutes

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

Agenda

Why it matters & how to do it in GoCo

Introductions

Keeping News Top of Mind

Prioritizing Engagement Surveys

Keeping Communications Open

3 Ways to Transform Your Performance Management Season

Meet the Speakers



Kayleigh Hansen

Marketing Campaigns
Manager
GoCo



Marisol Getchell

Product Marketing
Manager
GoCo

About GoCo

GoCo's mission is to empower HR pros and automate manual tasks so they can focus on growing happier, healthier, and more productive teams

Everything you need to support your team and automate any HR workflow



Payroll



Benefits



Time



Onboarding



E-Sign Documents



Reports



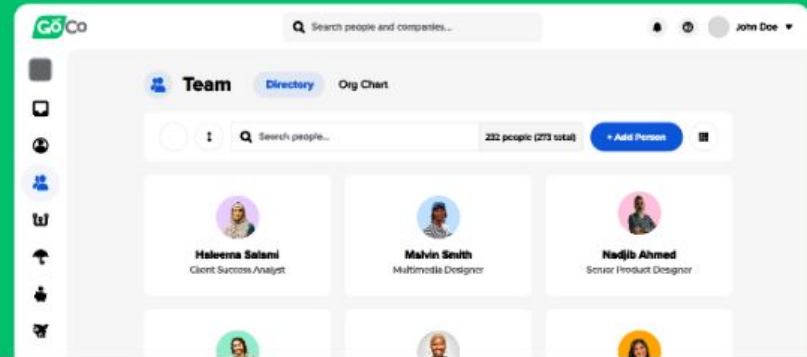
Performance Reviews



Workflows



Messages



GoCo has really held our hands through everything. We really see GoCo as our partner, not just a service provider.



Darby D.

Product Operations Manager



GoCo helped us improve our relationship with our employees because they started to see that we were taking steps to ensure that they were being treated properly, and that they were receiving the attention that they needed.



Erica R.

HR Manager



Every year [during open enrollment], I would have sleepless nights just trying to get people to finish their paperwork on time. With GoCo, the process is just so much easier.



Robin G.

VP of HR



HAPPIEST CUSTOMERS IN THE INDUSTRY

5 ★ Client Success

- Dedicated client success managers
- Fast, hands-on implementation
- Training for admins and employees
- Strategic partners, not just customer support



★★★★★ 4.7



★★★★★ 4.73



★★★★★ 4.7



3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

The key to successful employee engagement

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

Poll

What do you believe is the most significant factor influencing employee engagement in your organization right now?

- A. Leadership and management
- B. Communication and feedback
- C. Work-life balance
- D. Professional development opportunities
- E. Company culture

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

What does employee engagement MEAN?

Employee engagement does not ONLY mean employee happiness.

Someone might be happy at work, but that doesn't necessarily mean they are working hard, productively on behalf of the organization.

Employee engagement does not ONLY mean employee satisfaction.

Many companies have "employee satisfaction" surveys and executives talk about "employee satisfaction", but the bar is set too low. ¹

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

What does employee engagement MEAN?

Employee engagement is the emotional commitment the employee has to the organization and its goals. ¹

Worldwide, only 20% of employees are engaged with their work.

In a society where 63.3% of companies say retaining employees is actually harder than hiring them...engagement is key. ²

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

Common engagement challenges for HR pros

Remote Work Dynamics

Because your employees are so dispersed...

Individualized Approaches

Each employee requires different things from your company.

Measuring Engagement Effectively

So to keep everyone in engaged, there are many ways and tools to go about it, but if you're using tools, then you have to pay for them... ¹

Buy-in from Leadership

And you need resources and time to focus on this + leadership that prioritized your needs.

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

Common engagement challenges for employees

Communication Gaps

So hard to onboard as a remote employee, but even if you aren't, there can be gaps.

Inadequate Feedback Loop

Actions that follow it up. "I care" but what about the actions to make them seem like you care?

Poor Managerial Relationships

All of these challenges (+ more) can break down relationships between employees and their managers.

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

Poll

What do you believe is the most significant **challenge** you're facing when trying to engage your organization?

- A. Remote Work Dynamics
- B. Individualized Approaches
- C. Measuring Engagement Effectively
- D. Buy-in From Leadership
- E. Communication Gaps
- F. Inadequate Feedback Loop
- G. Poor Managerial Relationships

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

How can you leverage your tech tools to help you with employee engagement?

1. Clear Communication
2. Recognition and Rewards
3. Professional Development Opportunities
4. Flexible Work Arrangements
5. Regular Feedback Mechanisms

3 Ways Technology Can Be a Friend (Not Foe) in Employee Engagement

Why does this matter?

Evaluating, improving, and leveling up your employee engagement methods opens up the door to:

1. Enhanced Job Satisfaction
2. Better Retention Rates
3. Innovation and Creativity
4. Effective Leadership
5. Alignment with Organizational Goals & Updates



Benefit #1

Keeping News Top of Mind

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Keeping News Top of Mind

Facilitating clear and effective communication from the company to employees is key, ensuring that crucial information, such as significant updates and events, takes precedence. Our Announcements feature provides a straightforward and user-friendly means to streamline the most important communications within the organization.

Benefit #1

What does GoCo's Announcement Feature do for Employee Engagement

- Transparency and Trust
- Connection to Organizational Goals
- Informed Decision-Making



See it in action!



Benefit #2

Prioritizing Engagement Surveys

Benefit #2

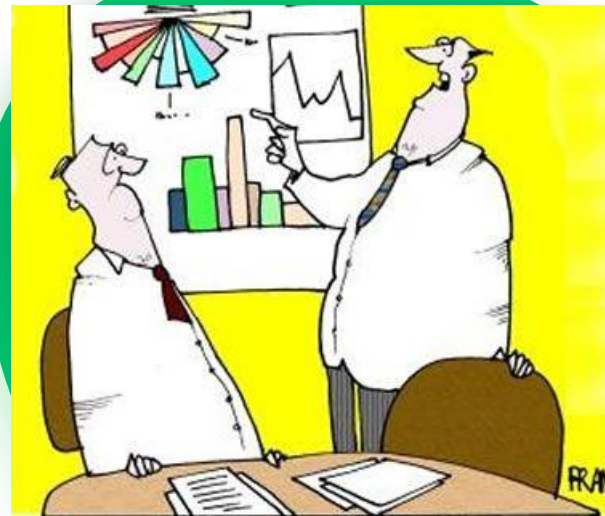
Prioritizing Engagement Surveys

Engagement surveys offer a structured way to gather valuable feedback from employees, providing them with an opportunity to share their sentiments and allowing you to gain insights into their experiences and perceptions. Additionally, it serves as a useful tool for tracking your organization's performance in terms of employee satisfaction and engagement over time.

Benefit #2

What does GoCo's Survey Feature do for Employee Engagement

- Assessment of Current Engagement Levels
- Identifying Key Drivers of Engagement
- Employee Feedback and Voice
- Benchmarking and Comparison
- And most importantly...set you up for Follow-Through :)



87% OF THE 56% WHO COMPLETED MORE THAN 23% OF THE SURVEY THOUGHT IT WAS A WASTE OF TIME

See it in action!



Benefit #3

Keeping Communications Open

Benefit #3

Keeping Communications Open

Close the feedback loop by maintaining regular communication beyond one-off major announcements. Tools like GoCo's Messaging feature allows you to keep channels open and engage with employees consistently, fostering an ongoing dialogue instead of reserving communication only for significant moments. By leveraging this feature, you ensure that communication is a continuous and integral part of the employee experience, creating a more connected and informed workforce.

Benefit #3

What does GoCo's Messaging Feature do for Employee Engagement

- Preferred Contact Method
- Maximize Engagement
- Provide Timely Updates
- Enhance Personalization

I'm sorry you find communicating so difficult, next time I'll read your mind.



someecards
user card

See it in action!



Let's Do Lattes!

Schedule a consultation with a  expert to chat about how you can use tech to increase employee engagement and the coffee is on us.

goco.io/coffee

Book & complete your call in the next 2 weeks and we'll send you a Starbucks gift card!



Q&A

Questions?