

4 Tech Reasons Why Employees Are Leaving Your Company



Introduction

For organizations across the globe, Covid-19 has forced many to take a hard look at their employee experience.

It's been well documented that a positive employee experience strongly correlates with a lower turnover rate (among other business benefits).¹ And conversely, a poor experience can instigate a higher rate of attrition. According to McKinsey², 53% of employers said they are experiencing higher voluntary turnover than they had in previous years, and 64% expect the problem to continue or worsen over the next six months.

You might be thinking, 'why not hire more workers to replace those who leave?'. Unfortunately, many Human Resources (HR) departments are stuck in a management feedback loop: hire a new worker, lose another tomorrow, repeat. A Zenefits study³ found that 63% of businesses consider employee retention more challenging to manage than hiring. It also revealed that 81% of companies classify employee turnover as a "costly problem," equating to spending 20% of a lost employee's salary to complete the hiring process and replace the employee.

So Why Are People Leaving?

The answer isn't so complicated. Aside from the usual suspects—like salary, benefits, career progression, and company culture—it comes down to your employees' technology experience. IT issues can act like a thousand tiny cuts on the work experience, and people are tired of it.

We found that 22 minutes⁴ of employee productivity are lost daily due to IT issues alone. In fact, a Vanson Bourne study⁵ shows that nearly a third of employees aged 25-34 years old from the U.S., Germany, France, and the U.K. would consider leaving a job solely due to a poor IT experience.

What Can You Do?

It starts with micro-steps. This report will identify four distinct technology reasons that impact employee attrition and demonstrate how you can fix each one.

* Note - All Citations are on page 7.



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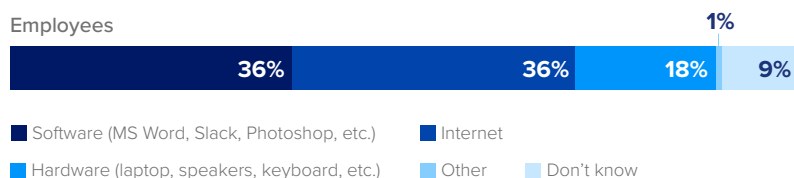
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Software That's Overhyped and Underused

Employees have access to more software tools than ever before, but they aren't reliable

Organizations have increased the number of applications deployed over the past four years by 68%.⁶ As more applications move to the cloud and the number of software tools increases, this can only spell more work for IT. The average employee uses 35 business applications and switches between them over 1,000 times a day⁶, and that's if everything is going well. The problem is that most software issues come down to difficulty accessing the tool. Research by Qatalog and Cornell Ellis Idea Lab⁷ reported that 54% of those surveyed said such tools make it harder to do their jobs.

What type of tech issues are impacting your work experience?



Graph Source: [The Digital Sabotage & The Great Resignation Vanson Bourne Report](#)

So what can IT do to ensure employees can access their tools and aren't stuck in a sort of limbo?



Tool Best Practices:

- ✓ Track the performance of web and SaaS applications to understand which applications are working for employees and which aren't.
- ✓ Better serve employees by grouping them by their web and SaaS applications usage, locations, roles, and departments.
- ✓ Proactively remediate technical issues by quickly differentiating software, hardware, and internet issues at scale.

The Hybrid Work Disconnect

Not all flexible workspaces are created equal

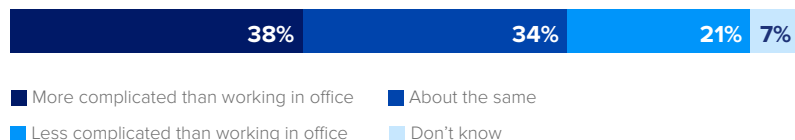
It is safe to say that organizations have entered the era of hybrid work. Employees demand flexibility and will continue to blend working from the office, home and just about anywhere else. 83% of employees prefer a hybrid work model that includes working remotely between 25% and 75%⁸ of the time.

But the flexibility that makes working from the office, from home or on the go attractive to employees makes it difficult for IT to support. Rather than support a set number of offices, IT now must support a variety of workspaces with variable device performance and network connectivity issues where they are no longer in control. As the hybrid IT ecosystem continues to expand, it is harder and harder for IT to reach and communicate with employees and share company-wide news and updates.

To maintain a happy, productive workforce, IT organizations need

To what extent do you believe that hybrid working makes technology problems more or less complex than working in an office environment?

Employees



Data Source: [The Digital Sabotage & The Great Resignation Vanson Bourne Report](#)

to provide an equivalent experience to all employees regardless of their location. To achieve that end, what can IT teams do?



Best Practices to Support Hybrid Workers:

- ✓ Set up a dashboard to compare and manage the digital experiences of remote, hybrid and office workforce.
- ✓ Support collaboration apps and provide training to ensure employees of all workstyles can seamlessly collaborate with their colleagues, regardless of distance.
- ✓ Open a 2-way communication channel with your workforce to collect feedback to ensure IT has fully equipped them to work from anywhere.

Employee Survey Tools Are Annoying and Inefficient

A survey that gets a 10% response rate ignores 90% of your employees

Workers are drowning in a sea of video calls, emails, and always-on collaboration tools. The pandemic workday is 48.5 minutes longer, meetings increased by about 13%, and people sent an average of 1.4 more emails per day⁹ to their colleagues. Unsurprisingly, it can be challenging for HR or IT to break through and connect with employees when they work remotely.

What percentage of employees typically respond to your surveys?

0%

of HR professionals achieve a response rate higher than 75%

14%

of IT professionals achieve a response rate higher than 75%

Data Source: [HR & IT: The Grand Alliance Survey Report](#)

In a survey conducted by Pulse Research, 90% of HR leaders admitted their communication response rates rarely, if ever, exceed 50%.

To combat this challenge, HR leaders need to rethink their communication strategy. The best way to avoid oversaturating employees is only to send hyper-relevant surveys to their employee experience. Sending surveys in context to a relevant audience results in a significant increase in response rates. New technology enables teams to bypass email and go straight to the employee with a pop-up notification. This ensures they can capture the employee's attention and collect their feedback when it is top of mind.



Communication Best Practices:

- ✓ Don't waste their time. Send surveys that employees can respond to in 15-seconds or less.
- ✓ Be relevant. Target employees with communications relevant to their digital experience. If you cast too wide of a net, they will tune out.
- ✓ Don't interrupt. Time your communications to arrive when the employee is ready to see them, not during a presentation or video call.
- ✓ Analyze and act. If you ask for feedback, make sure to act on it, even if it's just to say you can't get to it at that very second.

Slow, Reactive IT Support

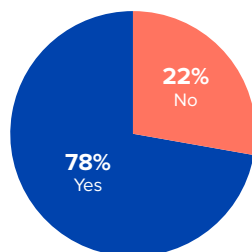
Watch out for digital sabotage

The shift to hybrid and remote work hasn't been easy for many IT teams. The physical distance between employees and their IT teams has had an impact. In fact, 79% of IT leaders said COVID-19 "created a digital divide among employees"¹⁰. This digital divide means employees aren't submitting tickets and trying to resolve it themselves or are waiting too long to ask for help. Our research shows that employees would rather ask colleagues for help before contacting the IT help desk⁵. These unresolved IT issues cause employees to sabotage their own productivity, their colleagues' time, and ultimately, the business.

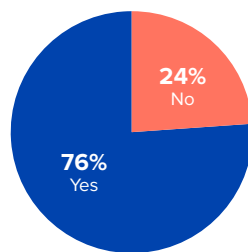
In our research, 54%⁵ of IT decision-makers admit that IT failures since the pandemic have led to embarrassing situations with clients, customers, and business partners within their organization. And 25% of IT decision-makers expect the volume of internal IT requests to increase over the next year.¹¹

Do you think poor/unreliable IT services & equipment play a significant role in employee burnout or employee turnover?

Human Resources (HR)



Information Technology (IT)



Data Source: [HR & IT: The Grand Alliance Survey Report](#)

With a flexible workforce, IT is seeing more demand. IT teams need to meet employees where they are and provide the type of support and self-service options they expect, but how?



IT Support Best Practices:

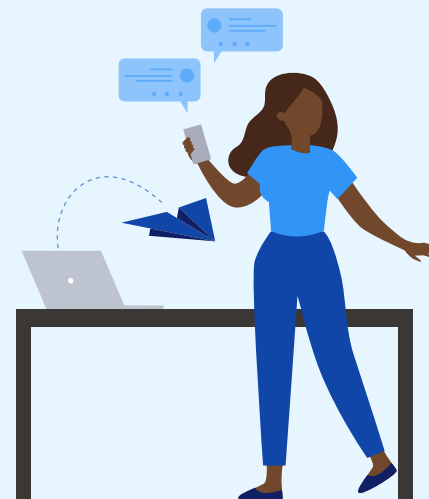
- ✓ Don't solely rely on employees to submit tickets. Use dedicated teams to proactively solve issues before employees even know they happen.
- ✓ Bridge the distance. Be accessible on a Slack or Teams channel for IT questions or provide office hours to have one on one help.
- ✓ All employees, regardless of location, should have the same experience, but that doesn't mean you should treat them the same. Set up a dashboard to track remote, hybrid and in-office employees and cater to their experience.

Conclusion

Today, there isn't an organization that can provide a stellar employee experience without technology. Employees rely on technology to do their job and connect. It underpins everything.

Organizations that focus on employee experience more than ever before can help meet employees' demands for culture, connection and meaning. While employees crave the more human aspects of work, organizations must also provide the right digital experience for employees. Technology does not beget a healthy work culture, but certainly, it can influence it. Every interaction with an organization shapes the overall employee experience, and today more than ever, this is done digitally.

The right Digital Employee Experience streamlines communication, improves work output and helps employees feel more connected and valued. Without it, employees can't do their job effectively.



ABOUT NEXTHINK

Nextthink is the global leader in Digital Employee Experience management. The company's products allow enterprises to create highly productive digital workplaces for their employees by delivering optimal end-user experiences. Through a unique combination of real-time analytics, automation and employee feedback across all end-points, Nextthink helps IT teams meet the needs of the modern digital workplace.

¹ Gartner, Corporate Advocacy of Social Issues Can Drive Employee Engagement (2019)

² McKinsey, 'Great Attrition' or 'Great Attraction'? The choice is yours (2021)

³ Zenefits, Employee turnover is a costly business (2020)

⁴ Nextthink, HR & IT: The Grand Alliance Survey Report (2021)

⁵ Nextthink, Digital Sabotage & The Great Resignation (2021)

⁶ TechRadar, Optimizing the employee experience for a post-pandemic world (2021)

⁷ Qatalog and Cornell University's Ellis Idea Lab (2021)

⁸ Accenture, Accenture Future of Work Study 2021 (2021)

⁹ National Bureau of Economic Research, Collaborating During Coronavirus: The Impact of COVID-19 on the Nature of Work (2020)

¹⁰ .tech Domains, .tech Domains IT Leader Survey (2020)

¹¹ Freshworks, Rightsizing AI for ITSM and ITOM Success (2021)



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