

## COMBATING THE GREAT RESIGNATION

# Helping you Solve Recruiting and Retention Challenges



With a drastic shift to remote work, and other pandemic-induced factors, no industry has been exempt from the pandemic's impact on employees. This is especially true for state and local government agencies that have had to navigate shutdowns, re-openings, evolving health and safety measures and vital crisis response in order to keep our communities running. Government leaders are now tasked with combating the labor shortages and shifts impacting their communities, while many also face similar retention and hiring challenges within their organizations. With priorities and concerns changing for today's workforce and creative solutions in high demand, elevating employees voices is more important than ever. Discover how to continuously monitor and improve the experiences of your recruits and staff to attract and retain the best talent.

### Understanding the purpose gap

On the surface, The Great Resignation or the "Big Quit" as many have coined the phenomenon seems to be fueled by wage discontentment. However, flexibility, benefits, and a sense of purpose are emerging as key incentives for job candidates. According to a recent study, close to two-thirds of US-based employees reported that COVID-19 has caused them to reflect on their purpose in life. And almost half expressed that they are reevaluating the type of work they do as a result.<sup>1</sup>

Where public service careers may not be able to compete with corporate bonus structures or always guarantee roles that are 100% remote, they do provide some of the most purposeful and rewarding work one can find. Capitalizing on this aspect of government and non-profit work will be essential for organizations navigating this new landscape.

Often upper management and executive level leaders report a strong sense of purposefulness associated with their work, but unfortunately this sentiment begins to drop steeply with front line managers and employees. This type of disconnect is called a purpose gap,<sup>1</sup> and bridging it can lead to increased fulfillment and productivity.

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— Mckinsey.com

The two key areas for measurement are sense of purpose derived from one's individual work, and the overall sense of alignment employees feel toward the organization's goal.

Medallia can help by engaging employees where they are, gaining insights into what they find meaningful and directly addressing concerns and 'purpose gaps' before separation.

### First-in-class solutions to support employee experiences

#### Capture signals

Start by soliciting direct feedback through engagement, always-on, triggered, and pulse surveys. Combine this with indirect feedback and observed behavior, from anonymized experience data points such as chatbot transcripts, helpdesk tickets, annual leave patterns, and performance reviews.

#### Get the complete picture with a unified view

Pair this structured and unstructured data together to understand the full impact of the employee experience. Rich data from text, audio and video feedback may show that critical areas like personnel recognition, or diversity and inclusion are falling short of employee expectations. Integrate this data with other valuable feedback such as engagement scores and emerging topics to understand the gaps and how to make systematic improvements.

#### Optimize for moments across on-boarding

Design flawless new hire experiences and give recruiting and management teams deep insights into critical moments like pre-boarding access to the Benefits portal. With real-time feedback analysis, automated-alert routing, and suggested action plans, leaders can ensure employees acclimate quickly to the agency's policies, overarching mission, workflows, and culture.

#### Personalize two-way communication with eager recruits

Whether new talent is coming from industry, another part of the public sector, or recently graduated, streamline recruitment processes and increase candidate response rates with intuitive two-way text messaging. Keep candidates informed of milestone dates likes paperwork, testing, physical appointments, and due dates with automated and manual messages sent directly to their mobile device via SMS, MMS, and messaging apps like WhatsApp.

<sup>1</sup><https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/help-your-employees-find-purpose-or-watch-them-leave>

## Medallia Experience Cloud

The experience platform designed to help you deliver a flawless new hire and employee experience.

What are our candidates saying?



### Broadest signal capture

- Feedback in key touch points - recruiting center, text messages, and chatbot
- Text, audio, video surveys or pulses

### Intelligent analysis

- Feedback enriched with sentiment data
- AI analysis on unstructured and structured data
- Cross-channel journey analytics
- Role-based action

### Widespread action

- Automated tasks and alerts
- Suggested action plan workflows

## INTEGRATIONS

servicenow

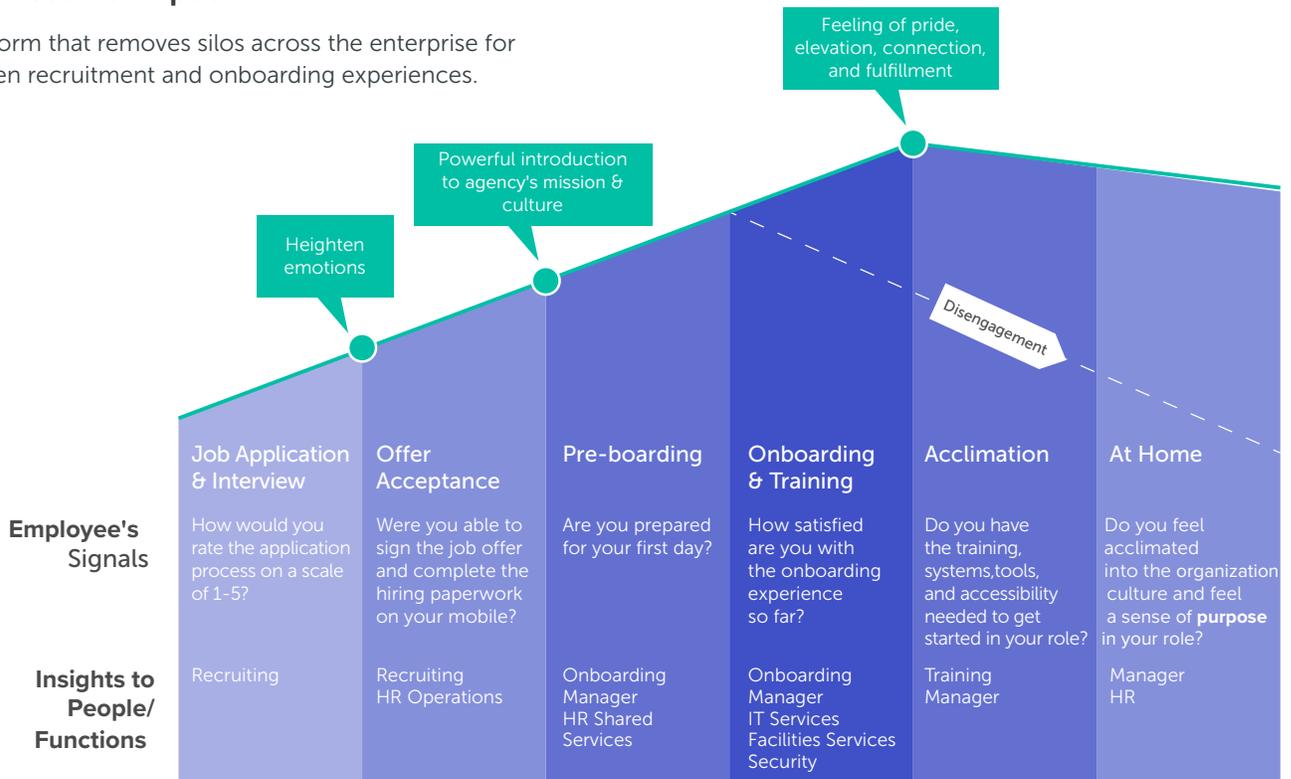
workday



WhatsApp

## The Medallia impact

One platform that removes silos across the enterprise for data-driven recruitment and onboarding experiences.



Medallia

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