

ADVOCACY

What Would Your Employees' Review of Your Company Say?

An important, but often overlooked, strategy for building brand ambassadors is delivering the same level of excellent customer service to employees as you would to customers. Workers can influence a company's brand reputation just as much as a customer can, and based on how they are treated, they can be powerfully positive or negative voices. The 2014 Emerging Workforce Study by Spherion revealed workers' attitudes on their companies and the importance of internal customer service.



 $\begin{array}{c} \text{Only } 35\% \end{array} \text{of workers would say something} \\ \text{very positive in discussing their} \end{array}$ company with other people.

would say something only Another 32% somewhat positive about their employer.

Nearly half of workers (42%) would write a negative review online or post their dissatisfaction via social media if they have a negative customer service experience with a company.





customer service their employer provides to external customers higher than the way the company

Workers rate the level of

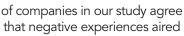






20% of companies have lost between

6 and 25 percent of their customers due to a negative online reputation or comments about their company.



online are more damaging than delivering the poor customer service in the first place.

Mind the Gap: Employee Retention

RETENTION

Companies are in for a difficult road with the changing employment market. It seems not many employers have focused on the retention of talent, and it still remains a low priority for many.

Only 23% of employers say turnover/retention is their top HR concern.

For more than 15 years, the Emerging Workforce Study by Spherion has found a disconnect between employers and employees when it comes to retention drivers. The results from the 2014 study are no different.



View

Employers' View

Employers believe the most important aspects





Culture & Work Environment



Benefits



LEADERSHIP

64%

The Clog in Succession Pipelines As Baby Boomers exit the workforce and Millennials enter in, it's important for employers to simultaneously address Baby Boomer

The results from the 2014 Emerging Workforce Study by Spherion revealed the attitudes of employers and workers on this generational shift in the workplace.

retirement and Millennial talent development. But is the workforce ready for Baby Boomers to leave and Millennials to lead?

of companies believe their younger workers of companies have increased their succession planning efforts to address impending lack the business and life experience Baby Boomer retirements. required for leadership positions.



63%

61%

workers lack experience,

of Millennial workers agree they have greater opportunities available to them because of their age.



Data comes from Spherion's 2014 Emerging Workforce® Study. More than 2,000