



# Improve Retention by Delivering a Superior Experience From the Start

## Get to the Why Behind the What



## OVERVIEW

### What's inside

- LMS as a retention tool
- Competitive advantage of employee engagement and culture
- Engagement platforms to deliver people-focused culture
- How franchise organizations like Bagel Brands use an LMS for retention

A company's success depends on its people, and a people-focused workplace prioritizes a positive company culture and an excellent employee experience – both of which require a thorough, flexible strategy and intentional action.

Building your onboarding program with an emphasis on the employee experience strengthens your company's culture and reduces turnover. With today's technology, organizations are no longer forced to rely on bulky training manuals, outdated onboarding materials, or cumbersome internal communications.

Instead, today's Human Resources and Learning and Development teams can deploy a learning management system (LMS) to develop and manage consistent, engaging, and agile strategies for a humanized employee experience and long-term retention.

# Empower Employee Success From the Beginning

People are your most valuable business resource. Employee loyalty and engagement increase a company's chances of success.

**High turnover costs your business big time. Losing just one new hire costs businesses over \$5,000 on average.**

– Cornell Hospitality Report

Establishing a comprehensive learning and development (L&D) program improves employee retention thereby reducing your company's costs associated with collective employee turnover, which can be as much as one-half to two times each departing employee's annual salary.

Tangible and intangible costs of losing an employee include:

- Recruiting and training expenses
- Negative impact on staff morale
- Detrimental impact on customer service
- Operational inefficiencies
- Loss of organizational knowledge
- Consequences for company culture

Retention clearly belongs at the top of every employer's priority list. To give your efforts appropriate emphasis, consider the elements of an ideal employee experience, and begin at the beginning – with a supportive L&D onboarding strategy. Implementing L&D technology makes the onboarding process more effective, efficient, and focused on the people who make your business work.

Accessible LMS platforms provide companies with comprehensive, configurable solutions that allow new employees to get up to speed quickly. Early competence builds employee confidence, and centralized L&D resources help your business eliminate skills gaps, enable agile policy, training, and compliance updates, while encouraging a culture of continuous learning – all key contributors to recruiting and retention.

**“There's a loyalty we are showing employees by investing in them, that we then receive in return.”**

– Nicole Vermolen, Retail Field Support Training Manager

## Human Resources

Workplace automation is increasingly popular in recent years. With artificial intelligence (AI), machine learning, and advanced data analytics driving efficiency and productivity, it's critical to keep your company's primary development focus on its human resources.

# 63%

of U.S. companies report more difficulties with retention than hiring.

*Company Culture Statistics: Leadership and Engagement in 2022*  
TeamStage

Automation trends can leave employees feeling alienated, neglected, and disengaged. People are not insignificant cogs in a high-tech corporate machine. Use smart automation to support a human-centric employee experience, and keep your workforce engaged and invested.

A strong, [human-centered company culture](#) values human creativity, collaboration, and personal growth. Process, productivity, and professional development remain top priorities, but they are supported by authentic human interaction, empathy, and respect.

## The Competitive Advantage of Employee Engagement & Company Culture

Employment decisions are no longer entirely driven by salary and benefits. Today's job seeker is looking for engaging work that aligns with and respects their personal values while allowing opportunities for continued growth and learning. Recruiting and retention rely on employee engagement and a company's demonstrable value for its employees beyond what they cost and how much they produce.

When [63% of U.S. companies](#) report more difficulties with retention than hiring, company culture is clearly a concern. Statistics reveal employee engagement as a primary focus. Consider the following:

- Satisfied employees are 12% more productive than the average employee. When employees are engaged, recognized, respected, and provided with L&D opportunities, they are happier and more creative at work, which increases the odds of retention.
- A positive company culture can boost employee performance by as much as 200%. Engaged and motivated employees consistently outperform those in a low engagement working environment.
- Disengaged employees contribute to high turnover. Statistics show only 15% of employees are actively engaged in their work. Low engagement inhibits productivity, investment in company goals, and employee loyalty – all contributing factors in waning enthusiasm.
- It's statistically more difficult to retain employees than it is to hire them, and hiring is more expensive than retention. Increasing competition for talent costs U.S. companies approximately \$2.9 million per day, which makes upskilling and reskilling employees a key element of organizational success.
- A strong onboarding strategy can improve retention by as much as 82% and increase productivity by more than 70%, but only 10% of employees report a positive and engaging onboarding experience.

**86%**

of job seekers will actively avoid a company with a poor reputation.

*Company Culture Statistics: Leadership and Engagement in 2022*  
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## The Competitive Advantage of a People-Focused Culture

Cultivating a people-focused culture benefits every part of your organization, and a positive company culture is a crucial selling point for high-quality candidates and existing employees. Additional statistics provide insight on the business benefits of a positive company culture:

- Workplace culture is a priority for 46% of job seekers, and 88% consider culture at least relatively important to company success.
- 86% of job seekers will actively avoid a company with a poor reputation. Discerning candidates research a potential employer's public image, including media reports and social media presence, to glean information about a company's reputation, culture, and employee experience. They are looking for engagement, respect, L&D opportunities, and a growth mindset.
- 82% of surveyed employers recognize a positive company culture as a competitive advantage – with benefits for employee productivity, behavior, and engagement – and are using this knowledge to shape a positive, people-centered employee experience to drive future success.
- 15% of job seekers report declining job offers due to their negative impression of a company's culture. A potentially poor employee experience is a dealbreaker for an increasing number of candidates, and companies that neglect to cultivate a positive, engaging, learning- and people-focused culture will continue to miss out on top talent.
- Millennials represent 37% of the U.S. workforce, and tend to prioritize "people and culture fit" above every other employment consideration. Corporate culture is crucial to recruiting and retaining this vital demographic.
- Organizations with a positive, intentionally cultivated, and people-focused culture can see revenue growth as high as 400%.

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## Engagement Platforms

A Learning Management System is a powerful tool your company can use to foster employee engagement and build a more cohesive culture. It is a centralized, cloud-based L&D resource library where employees can access reference materials and complete onboarding and job-specific training modules. An LMS is configurable, easily accessible, and always available for employees to expand skills, explore interests, and maintain certifications.

**An engaging onboarding experience can improve employee retention by over 80% – and productivity by more than 70%.**

An LMS empowers and facilitates human interaction. It is an L&D staple for delivering, tracking, analyzing, and reporting on employee learning activity. It can also be used for one-way communication, making it useful for delivering company news, upcoming event schedules, quick L&D alerts, and other time-sensitive information.

An LMS is also an engagement-focused learning platform with enhanced features for responsive, real-time interaction between employees and L&D learning modules, Human Resources teams, team members, co-workers, company leaders, and the entire corporate cohort. An LMS creates community, support networks, and an online people-focused company culture packed with formal and informal resources and opportunities for employees to learn, grow, and engage.

Comprehensive L&D demands more than manuals and slide decks. To manage a human-centric corporate learning strategy, today's L&D teams need smart, cloud-based platforms with features for:

- Identifying and correcting skills gaps
- Delivering upskilling and reskilling content
- Creating documentation for regulatory training and compliance
- Communicating urgent information
- Creating an engaging onboarding experience

Today's employees expect to engage with their work. Create more employee engagement, drive productivity and achievement, and increase employee retention with an accessible and engaging onboarding and continuous training experience.

## An LMS for Every Onboarding Need

An engaging onboarding experience consistently registers as a [critical factor for new employee retention](#), and the statistics are compelling. Consider the following numbers:

- An engaging onboarding experience can improve employee retention by over 80% – and productivity by more than 70%.
- 88% of organizations fail to provide an engaging onboarding experience, which translates into an exciting opportunity to create dramatic improvements in L&D strategy, recruiting, retention, and the employee experience.
- 58% of organizations use process and paper based onboarding programs. One-third describe their onboarding programs as informal, inconsistent, or reactive. Shifting your onboarding focus from paper to people is key to early retention-building efforts.

“ Our team members actually like getting on the site and seeing what’s new. It’s really amazing the engagement we have.

– Nick Kyle, Training Manager,  
Bagel Brands

- New-hire productivity hovers around 25% for their first month on the job, and it can take up to a year for a new employee to achieve peak performance goals. A people-focused L&D strategy is accessible, consistent, and agile enough to adjust to changing business circumstances and individual learning styles.
- Only 29% of new employees report feeling supported and fully prepared for their new position, which significantly reduces their productivity and early engagement. Use an accessible L&D platform for effective and efficient onboarding and immediate opportunities for employee engagement.
- 70% of new employees who report an exceptional onboarding experience describe their new positions as “the best possible job.”

An exceptional onboarding experience introduces your company culture from the start, creates early engagement, drives new-hire retention, and provides your entire workforce with the kind of employee experience today’s job seekers value.

## Use Case: Bagel Brands Onboarding Overhaul

Bagel Brands incorporates four bagel-based companies with 988 bakeries in 44 states. The food service industry is notorious for high employee turnover and razor-thin profit margins. Add the impact of various world events to the mix – including a global pandemic, supply chain disruptions, and a changing job market – and the industry is in a state of constant adjustment.



The newest generation of job seekers is tech-adept and accustomed to rapid information consumption, so when Bagel Brands recognized a negative relationship between its product training processes, new-hire performance, and employee attrition, Training Manager Nick Kyle quickly identified an onboarding upgrade as the critical missing ingredient.

Human capital is the total value an employer realizes from the combination of employee knowledge, experience, and skills. Bagel Brands recognizes its human capital as its greatest asset, so refining new-hire onboarding for a more human-friendly focus was an easy decision – and the results continue to show a significant return on investment (ROI).

“ Prior to 2021, rates were around 173% or higher. Now, Bagel Brands boasts an unheard-of industry low of 77% turnover one year after implementation.”

As Mr. Kyle explains, “The old method of training came down to, ‘Here’s what we’re doing. Here’s how we’re doing it. Now, do it.’ We replaced that with a new approach that’s more, ‘Here’s what we’re doing. Here’s why we’re doing it. Here are all the ways it will benefit you, and here are the tools you need to do it.’”

As big believers in context, Mr. Kyle and his “team of two” set to work establishing what he calls “the WHY behind the WHAT,” and rethinking the training team’s communication strategy, and the Bagel Brands LMS is a key element in the remarkable success of its onboarding overhaul.

Prior to the 2021 updates, new hires took an average of 22 days to complete onboarding and orientation. Today, Bagel Brands onboards new employees, complete with basic skill competency and the confidence to assume their role, in fewer than four days. This quick and consistent onboarding approach inspires new-hire enthusiasm as a precursor to active employee engagement, which sets them up for long-term retention, career development, and faster internal mobility.

Stores are experiencing extraordinary benefits as well, with some locations reporting 20-point increases in guest satisfaction. Mr. Kyle cites training improvements as a driver of such drastic results, noting that training consistency translates to service consistency, which is key to the customer experience.

The training team’s revamped communication strategy is proving key to a better employee experience. Rather than pass Bagel Brands’ onboarding and L&D curriculum down through the ranks, Mr. Kyle decided to test a direct engagement approach with new and existing employees. Direct interaction, centralized and managed via the company LMS, keeps employees engaged and informed about their training requirements and helps them track their progress. With all new-hire onboarding and employee training resources consolidated and easily accessible, Bagel Brands has also replaced cumbersome, text-heavy training manuals with engaging online learning content.

With all these people-focused onboarding and learning strategies in place, Bagel Brands now enjoys a 93% content completion rate, and employee turnover rates are dropping. Prior to 2021, rates were around 173% or higher, but now Bagel brands boasts an unheard-of industry low of 77% turnover one year after implementation.

## The ROI of Human Capital Investment

An LMS is like any other company investment. Your business case relies on the potential for ROI, and L&D is an investment in your human resources. So, the metrics for evaluating investment success must be as people-focused as the rest of your company culture. Human-centric onboarding and training programs produce a measurable ROI for employee and company:

- **Productivity.** Employees who receive high-quality training are more productive and engaged, and the agility offered by configurable modules prepares everyone to remain productive with quick adjustments during times of change.

“ A positive company culture can boost employee performance by as much as 200%.”

- **Efficiency.** An LMS program delivers onboarding and learning modules directly to your employees – wherever they are. Cloud-based learning platforms provide a centralized, virtual home for your L&D resources and an accessible online location for training, business communication, and even social interaction. It also provides an efficient way for team members to learn within the flow of work, achieve appropriate certifications, and pursue opportunities for upskilling and reskilling.
- **Accessibility.** With a custom LMS, training modules and reference materials are accessible to learners wherever they are and no matter what language they speak. Your employees can complete required or voluntary training on their own time, and take advantage of always-on resources for quick answers to on-the-job questions.
- **Flexibility.** With intuitive smart technology, your company’s cloud-based learning platform easily adapts to every learner’s L&D needs and individual learning styles, and reporting features make it quick and easy for HR to track employee compliance and evaluate training progress and efficacy.

## Deliver Value with Early Engagement

With a comprehensive, customized LMS, equipped with social features and enhanced interactivity, your company can easily create a human-centric L&D strategy, which contributes to a positive company culture, an exceptional employee experience, and increased retention right from the start. Accelerate onboarding to instill early competence and enhance confidence, and deliver personalized continuous learning resources to build on every employee’s initial experience.

Do away with outdated, overwhelming orientation programs in favor of a quick, consistent, effective, and welcoming onboarding experience. Centralize learning resources for accessibility and bolster new-hire capability, confidence, and company loyalty with direct communication throughout onboarding and the entirety of the employee experience. With the right strategy, supported by the right tools, your business can approach the future with elevated employee engagement, morale, and rates of retention.

**Your LMS is the key to improving retention. Want to learn more about how Wisetail can help your organizational culture?**

[LEARN MORE ABOUT WISETAIL](#)



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