

PROJECT

CLIENT REQUIREMENT



A global textiles manufacturer required culp to participate, evaluate and re-design the employee experience, onboarding process to improve employee engagement.

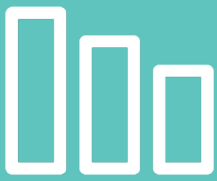
Sponsored by the HR Director.

CULP SOLUTION



Experience onboarding and identify gaps in branding, length, flow and facilitation of the experience. Provide a rating and report on onboarding agenda items and recommendations for a new onboarding process.

RESULT & IMPACT



The onboarding experience was re-designed and condensed into a more structured, informative and exciting experience. Onboarding was aligned with the new DNA, EVP integrated and the experience was branded accordingly. Current employees were re-engaged and experienced a new DNA and culture, coming to life. The new experience required the collaboration of HR, sales and middle managers in production. The structure created clarity and the CEO agreed to commit to a personal intro.

The success of the new onboarding process allowed the organisation to be genuine in sharing culture data with new hires, and use the intervention as an engagement tool for current employees. The new process was run on the 1st week of every month, resulting in a more consistent experience and alignment with DNA.

Onboarding survey data showed significant improvements in employee experience, induction and satisfaction.

LEARNINGS



A poor onboarding experience has an impact on employee attachment and voluntary attrition. Evaluating and redesigning your onboarding experience improves your ability to attract and retain talent; and re-engage long serving employees.

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