MOOD:MEDIA™

IMPROVE TRAINING & RETENTION
WITH DIGITAL SIGNAGE

How Visual Solutions Can Create Informed and Engaged Employees

UPCOMING EVENTS

Early Morning Risers Hike & Swim

Thursday, September 12
8:00 - 9:30am
US National Whitewater Cer

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Employee turnover is a major issue affecting every industry in the US. In fact, according to a report from the Bureau of Labor Statistics, **as of July 2022 the total number of separations was around 5.9 million, meaning about 3.9 percent of the total workforce left their current job, only a slight change from 4.0 percent in June. However, July also showed a hire rate of 4.2 percent, with a total number of new hires reaching 6.4 million.**

Simply put, there is a constant flux of workers leaving positions and starting new jobs. This constant ebb and flow of new hires means companies are forced to operate with fewer knowledgeable and experienced employees, and it puts pressure on businesses to find ways to improve and streamline their onboarding processes.

Thankfully there are surprisingly simple ways to alleviate some of the costs and time associated with training, onboarding and retaining new employees.

REINFORCE TRAINING

Using Digital Signage for Employee Communications can help alleviate the costs of training by providing new hires with an ever-present audio & visual reinforcement of policies and procedures.

With Digital Signage, training can go beyond print and take the form of videos or graphics to more effectively communicate important training information. And with the ability to easily update content, there's no need to worry about outdated or irrelevant materials.

INSTILL KNOWLEDGE

The loss of an employee also means the loss of institutional knowledge. It becomes difficult to rely on senior members to train new team members when turnover is high.

Workplace Digital Signage streamlines the training and onboarding processes of new hires and reinforces the basic practices that come with time and experience.

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BOOST MORALE

Digital signage allows you to continuously share and refresh words of motivation and encouragement, special thoughts for the day or week, offering thanks

and appreciation to the team, or getting teams excited with special incentives for meeting team goals. The messages you share can also easily be updated to acknowledge and celebrate holidays, special events or seasons.

RECOGNIZE ACHIEVEMENTS

Individual employee recognition is extremely important. The use of digital signage gives you the ability to easily and quickly give employee shout-outs with a few keystrokes. Highlighting employee achievements and team goals shows your staff that you acknowledge and appreciate their efforts, and it reinforces how vital those efforts are to the overall success of your business.

"Persistent language barriers can affect the meaning of the training content, diminish the user experience and negatively impact company morale,"

Annemieke Scott, director of marketing for translation and localization services company Acclaro

BRIDGE LANGUAGE BARRIERS

Digital Signage is a great way to help bridge language barriers. Use signage to display your content in multiple languages. Update as needed to adapt to your team's specific needs. Showing translations of common words or phrases used around the workplace can also effectively reduce confusion and questions.

SHIFT INFORMATION

Digital Signage content can display different content for different shifts. Rotate content throughout the week or across various day parts. What you communicate to your morning shift will differ for your night crew; visual communications can help ensure that employees are getting the most relevant information for their team.

CREATE A COMMUNITY

Use Digital Signage to create a sense of community. Highlight non-work related information like birthdays, wedding anniversaries, birth announcements, graduations or other milestones. What matters to your employees should matter to you. Building stronger personal relationships between employees can strengthen your team's communal bonds.

BOOST YOUR BOTTOM LINE

So how does all this affect your bottom line? Simple. By investing in Digital Signage, you can reduce costs in areas across the board.

On average, companies spend anywhere from 60-80 hours on training new employees. And according to a study by Glassdoor, the average US employer spends around $4000 to hire a new worker.

Reinforcing introductory training allows your business to rededicate precious time and resources spent by trainers educating new hires. Time is money, and the more time an experienced employee spends training a new employee, the less time they are spending doing the work that needs to be done.

Faster training means fewer mistakes, leading to reduced costs due to errors and downtime. And by engaging your employees with digital signage, you actually boost your retention to new hires. **One study from LinkedIn reported that 94 percent of respondents were more likely to stay with an employer that invested in their career and training.**

Incorporating Digital Signage into the growth model of your business is beneficial to your business. Using Digital Signage to boost morale and improve communication between team members, you benefit from a happier and better trained team, resulting in an overall boost to your bottom line. But there's no need to overthink it. Starting small with one screen and scaling later is a viable option. Your Digital Signage content strategy can take time to fully develop and refine, so the sooner you implement and test, the sooner you'll begin to yield positive business results.

For more information or questions about digital signage, contact us today.

SOURCES
https://financesonline.com/hiring-statistics/
https://www.bls.gov/
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