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Case Study: Employee Retention and Motivation
Client: Unilever

Overview: Unilever – a manufacturing culture that was steeped in tradition, required innovative ideas for attracting IT professionals. The focus was on retaining these highly skilled, multi-cultural team members in a new office location - GIO St David's Park. This dedicated team provides IT services and support to UK and European remote locations. Awareness and demonstrated appreciation by senior executives, of the different IT culture, was critical to the success of retaining and motivating IT staff.

Issues

1. A traditional manufacturing company with long serving employees compared with the new IT professionals who tended to be young with different expectations and needs
2. Long service awards for 15 years of service, compared with an expectation of awards after 2 years in the IT industry
3. A different culture change and management style was necessary for recruitment, retention and motivation

Results

1. Focus on new ways of motivating employees for long term retention
2. Teamwork, competitions and incentives were prevalent
3. Dynamic and fast paced atmosphere
4. Energetic and innovative environment responding to critical situations and problem solving
5. Improved customer satisfaction rates for the services provided to Unilever employees
6. Lower attrition rates

How were the results achieved?

1. Facilitation of the board meeting with senior executives
2. Focus on awareness of the differences in culture and expectations of IT professionals
3. One-to-one meeting with HR Manager devising an action and implementation plan
Demonstrated innovative ideas and activities such as:
 - a) Employee appreciation activities
 - b) Team building actions for team leaders
 - c) Management connections
 - d) Communication meetings
 - e) Feedback sessions
 - f) Incentives and events