Reinvent Automate Elevate_

Redefining onboarding for a new future of work

Talmundo
Onboarding by Talentech
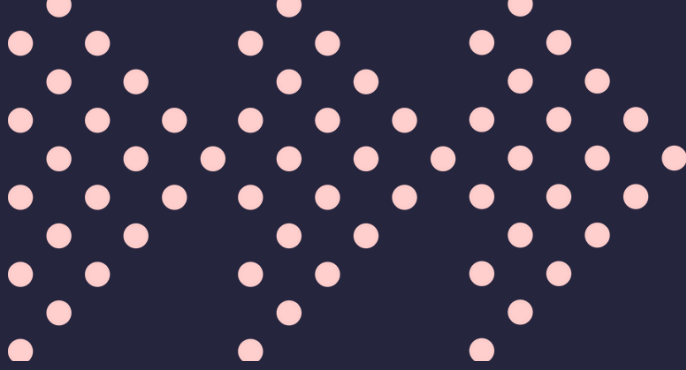
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Unboxing the 2023 edition_

What's inside?

At Talmundo, we've spent more than 10 years distilling our HR insights and expertise into one platform that will revolutionize your employee onboarding. We've helped the world's leading organizations transform their new hire journeys, and we're just getting started.

Our onboarding whitepaper goes back to basics and unpacks the purpose of good onboarding, the potential of what good onboarding can achieve, and how leveraging technology can help get you there.

So let's dive in and find out how you can **reinvent your journey**, **automate your processes** and **elevate your company** with world–class employee onboarding.

What is good onboarding?

A new definition for a new future of work_

Onboarding defined_

Defined as "the process of helping new hires **adjust** to social and performance aspects of their new jobs"[1], onboarding is essentially the link between recruitment and employment.

Every company onboards. A few employ modern strategies to engage and inspire onboardees throughout the new hire journey. Many utilize a series of orientation activities and checkbox training modules. And 24% have no formal process in place[2], relying on existing staff to show new hires the ropes, which in a post-pandemic workplace is an easy way to ensure your newest hire walks right back out the door they came in.

A new definition_

Good, or 'best-in-class' onboarding starts well before day 1. It is an umbrella that spans the entire new-hire lifecycle and takes into account both hybrid and remote scenarios.

From signing the contract, and landing on Day 1 [pre-boarding], during their first days and weeks on the job [induction & orientation], through until your new hire is fully settled in their role – whether that's 3 weeks, 3 months or even a year [integration].

PREBOARDING

INDUCTION / ORIENTATION

INTEGRATION

It is a **long-term strategy** and recognizes that a staggering 20% of new hires leave for a new opportunity within the first 45 days on the job.[3]

Effective onboarding delivers an ongoing, all-inclusive experience that builds loyalty and confidence at every stage of the new hire journey.

In one sentence: A comprehensive, 2-way process designed to share knowledge, communicate values, build connections and manage compliance to transform new hires into confident, empowered team members and ambassadors.

Engagement Productivity Retention

Why good onboarding makes great business sense

Onboarding is here to stay.

In fact, 77% of professionals believe[4] that onboarding is more important than ever.

But what are the tangible outcomes? What benefits will your organization see when you commit to, and invest in, a fully–fledged onboarding journey?

Good onboarding will help you:

DRIVE ENGAGEMENT

SHORTEN TIME–TO–PRODUCTIVITY

INCREASE RETENTION

These are business–critical metrics[5] that impact the entire onboarding lifecycle, from Talent Acquisition to L&D, not to mention your onboardees.

Remember; whilst HR may not generate revenue, they are tasked with managing the resources that do: your people.

Drive engagement_

Employee engagement is generally defined as "the strength of the mental and emotional connection employees feel toward their places of work", and 71% of executives[6] believe that employee engagement is critical to their company's success.

Why?
Because organizations with high employee engagement have happier employees who work harder and contribute more. They're also 21% more profitable[7] than those with low (or no) engagement.

Onboarding helps.
Organizations that onboard effectively have 33%[8] more employees who are engaged with their employer, a boon in 2023 in the face of plummeting post-pandemic global workforce engagement rates.[9]

How do you drive engagement through onboarding?

Dynamic story-telling
Share the WHY of what your company does in a way that inspires new hires to want to come to work.

Transparent processes
Foster trust with your onboardee by setting clear expectations and following through on promises from the outset.

Strong communications
Don't leave your new hire in the dark. Connect with them early and often.

And the best part?
When employees are engaged, everybody wins:

Impact for the business

Increased performance.
Employees who feel their voice is being heard are 4.6x more likely to produce their best work.[10]

Impact for the onboardee

Better balance.
Engaged employees tend to have more satisfaction in their home life.[11]

Shorten time-to-productivity

In the workplace, time-to-productivity (or proficiency), is the length of time it takes to bring new hires to targeted levels of task execution and performance. Estimates vary, but on average, your new hire won't be fully productive until their 5th or 6th month of employment.[12]

And according to author and researcher Fred Charles, speed to proficiency 'is the most devastating competitive weapon in the world where the forces of scale, automation, and capital are subordinate to the power of proficient workforce'.

In essence, the faster your employees can get up-to-speed, the sooner they can begin to provide value to your organization.

Onboarding helps.
Good onboarding is proven to shorten 'time to productivity' by up to 70%[13]. With workplace productivity dropping at the fastest rate in four decades post-pandemic[14], anything that helps stabilize your employee's output is worth its weight in gold.

How do you shorten time-to-productivity?

Start preboarding
Leverage preboarding and drip-feed relevant content to your onboardees BEFORE Day 1.

Check-in early and often
Ensure managers and key team members touch base with new hires regularly, especially those in remote or hybrid settings. Use these opportunities to gauge how your new hire is feeling about their role and what they need from you to succeed.

Eliminate hurdles
ake information easily available by centralizing additional resources so new hires can explore in their downtime and answer their own questions. This is especially important for remote onboardees who won't be able to simply turn to their colleague for help.

Impact for the business

Minimize lost revenue.
The faster your employees become productive – the less the financial impact on your organization.[15]

Impact for the onboardee

Happier hires.
Productivity makes us feel good[16] – so the sooner your new hires become productive, the better!

Increase retention_

Bringing on new employees is expensive, and the bigger your organization, the bigger the numbers.

Estimates vary, but the average cost of hiring a new employee starts at around $3328 for a newly-created entry-level role, and balloons to almost $213,000 to fill highly educated executive positions[17]. Adding to this are the effects of The Great Recession. With 40% of employees thinking about leaving their jobs in the next three to six months[18], organizations globally are struggling to attract top talent. This makes holding on to the employees you do hire your single biggest opportunity to thrive in this competitive talent market.

Onboarding helps.
Good onboarding has the potential to increase retention by up to 82%[19]. With turnover rates skyrocketing post-pandemic (in some industries climbing as high as 24%[20]), giving this metric a boost will go a long way in keeping C Suite happy.

How do you increase retention through onboarding?

Focus on connection
Win buy-in from existing team members and have them help welcome new hires into the fold. Social networking is becoming an indispensable part of onboarding[21] so include both on AND offline elements that involve a wide network of team members as part of your new hire journey.

Lead with experience
Create content for your new hire that is fun, engaging and informative. Think about how your new hire will feel during the process.

Link Recruitment and HR
Facilitate a smooth transition between recruitment and HR. Ensure communications from both parties are clear, concise and aligned so your new hire has confidence in the process.

Impact for the business

De-risk recruitment.
Safeguard the average €4494 invested per hire[22] in recruitment and talent acquisition costs.

Impact for the onboardee

Job security.
69 percent of employees are more likely to stay with a company for three years if they experienced great onboarding.[23]

Mini
Case Studies

Bacardi on engagement

Bacardi is a vibrant, family–owned spirits company, with over 6000 employees worldwide.

Using Talmundo's software as the centrepiece of their onboarding environment, Bacardi has developed a unique onboarding journey filled with engaging, dynamic content. In fact, they don't even call it onboarding, it's called 'Becoming Bacardi', and it's all about welcoming their new team members, or 'Primos' as they call them, into the Bacardi family.

'Becoming Bacardi' consists of three unique journeys, each with its own purpose and series of engaging content:

PRE–SIGN
Delivered to the potential new hire before their first interview. Consists of engaging, storytelling content that is designed to prepare the candidate for interview – such as the 'Bat Pack', a sneak–peek look at Bacardi's history, purpose, culture and 'Primo' stories.

SIGN–TO–START
Once the new hire signs their contract, they are invited to join the 'Becoming Bacardi' app, powered by Talmundo, where they will be introduced to their buddy and the team, explore the full onboarding journey and begin learning about Bacardi and their new role, at their own pace.

FIRST 90 DAYS
Through the Becoming Bacardi app, new hires are guided through a 'first 90 days' plan and are encouraged to build their own 'Primo' profile including a welcome video. Afterwards it's time to jump offline, and on to the bar for a course in Bacardi mixology!

Bacardi has seen great success with their efforts in engaging their new hires throughout the onboarding process. They utilize app–based 'pulse checks' to gauge how new hires are feeling throughout the timeline with exceptional results across the board:

HIRING
- An amazing candidate experience, from beginning to end 4.72
- Great introduction to Bacardi, culture and business context 4.76

APP
- Engages and excites me to join Bacardi 4.75
- Greatly increases my knowledge of Bacardi 4.81

FIRST WEEK
- Really excited to work for Bacardi 4.93
- Great welcome to my manager 4.84

90 DAYS
- Really excited to work for Bacardi 4.79
- Great Becoming Bacardi first 90 days 4.66

CAREER, 180 DAYS
- Really excited to work for Bacardi 4.85
- Great career and development conversations with my manager 4.38

[Talmundo] turned out to be a fantastic tool that is serving its purpose. It's really well integrated with our culture, and we have a great partnership with the Talmundo people.

Sandra Janbell, Former Global Director Learning & Development, Bacardi

ManpowerGroup UK on retention

ManpowerGroup is one of the largest staffing organizations in the world.

Their 30,000 employees in 2,700 locations across 80 countries globally place over 3 million people into meaningful work each year.

In 2018, ManpowerGroup UK began working with Talmundo to help transform their preboarding processes. The goal? Provide a consistent experience, true to the ManpowerGroup story across 5 brands throughout the UK.

WHERE THEY WERE: CONSISTENTLY INCONSISTENT.

ManpowerGroup UK had a comprehensive guide for hiring managers on how to care for their new recruit once they had made the job offer, but they had little ability to control or track if, and how, it was being used.

They were seeing unusually high numbers of new hires leaving within the first 6 months of employment, and were beginning to experience the impact of the 'war on talent' with unemployment levels in the UK hitting their lowest point in 40 years.

After a series of in-house interviews and surveys, ManpowerGroup UK identified that they needed more consistency, increased awareness at an organizational level and stronger communications across the board. They wanted to rejuvenate what was already available and re-communicate the new process to all hiring managers.

But without the right technology, none of this was sustainable or realistically scalable with a workforce of 2000 across over 100 locations

That's where Talmundo came in.

WHERE THEY ARE NOW: HUMAN AND DIGITAL IN PERFECT HARMONY.

The new ManpowerGroup UK preboarding app guides new hires from the moment they sign their contract, through until their first day on the job.

All content is pushed through timely notifications throughout the individuals preboarding, it flexes to ensure that every new recruit, whatever their notice period, gets the same consistent experience.

It has been instrumental in driving manager engagement, giving them the confidence to bring onboardees into the business in style.

And the results speak for themselves:

22% increase in retention within the first 6 months of employment since implementation.

First impressions count! Why did I accept a role with Manpower Group? I had achieved the right impression at interview, but equally this App made the right impression on me and fully reinforced through its clarity of message, speed of delivery and simplicity of use that I had made a great choice in joining a truly progressive, innovative and value-led organization.

Colin Monk, Operations Director
ManpowerGroup UK

Reinvent_

Reinvent
your journey
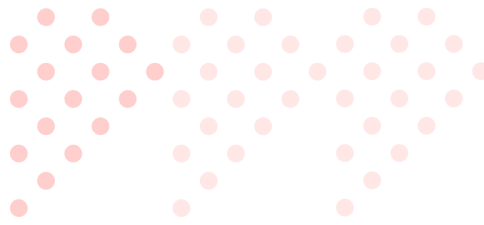
We're talking about taking what you've done in the past, and turning it on its head with fresh, engaging ideas.

Start building strong onboarding stories, tailored to your new hires' needs. Start creating journeys that are experience-based, content-driven and consistently delivered across different departments and locations.

How do we reinvent onboarding?

When it comes to good onboarding, a digital-first, content-conscious approach that puts experience at the forefront is the best way to go in 2023.

Why? Because that's what your new hires want:

Digital-first employee onboarding means building an onboarding process with technology at its core that will future-proof your journey, allowing all types of employees (in-office, remote, hybrid) to participate.

Being content-conscious means thinking carefully about the way communication has changed in the workplace. On average, we spend 6 hours and 37 minutes every day[24] engaging with digital content, and when that content is poorly written or designed, users tune out[25]. Providing your onboardees with well-crafted inspiring stories, video introductions from key company influencers and compelling testimonials from existing staff will give their role context within your organization and lend humanity to a process that can otherwise feel disconnected.

Putting experience at the forefront means treating your employee onboarding process as a journey toward personal success, rather than a series of compliance box ticks. It means thinking laterally about how your new hires will engage with your organization in their first weeks and months on the job, and exploring how HR can make that process easier and more enjoyable.

A quick look
What does reinvention look like?

TRADITIONAL

REINVENTED

COMPLIANCE (LEGAL)

Forms signed, scanned and sent to your new hire via email. Downloaded, signed, scanned and sent back to HR. Via email. Log-ins and software permissions given on an "as-required" basis.

Forms sent and signed via a secure online portal. All relevant permissions granted and access shared in the preboarding phase, ready for your employee to hit the ground running on Day 1.

CLARIFICATION (PERFORMANCE)

Job description is shared during the recruitment phase and never spoken of again once your new hire starts on day 1.

Managers are assigned a task to walk through role expectations with their new hire during the first week of onboarding.

CULTURE (CULTURAL)

Policy manual sent via Google Drive link, sits at the bottom of the user's email folder collecting dust.

Policy manual stored in a centralized resource hub with all new hire documentation, accessible anytime, anywhere.

CONNECTION (RELATIONAL)

HR shares a 'company vision' PDF with your onboardee to get them excited about life at your organization.

Onboardee has access to video testimonials, a digital office tour, welcome videos and more in a centralized hub.

CONFIDENCE (PREPARATION)

Large amounts of training delivered to your new hire on Day 1. The onboardee is overwhelmed with (often non-relevant) information.

Onboardee has access to a personalized training library that they can utilize in their own time to help them acclimatize to their new role at a manageable pace.

CHECKBACK (FEEDBACK)

New hires have a 3-month meeting with their manager to see if they've integrated into the company.

Managers and HR receive regular prompts to check in with their new hire to provide support and 'course correct' throughout the onboarding process.

How you can reinvent your onboarding with Talmundo_

Leverage our world-class technology to build strong onboarding stories, tailored to your new hire's needs.

Experience-based. Content-driven. Consistently-applied.

EXPERIENCE-BASED

- Connect employees and existing staff early and often with in-app notifications
- Create a journey that is easy to implement and engaging to participate for in-office, hybrid AND remote employees
- Ensure your new hire is prepared for Day 1 by centralizing their resources

CONTENT-DRIVEN

- Utilize our video modules to provide pre-start digital training
- Design interactive quizzes to get your new hire up to speed with company 'need-to-knows' and test their knowledge as they move through the onboarding lifecycle
- Showcase the best parts of your company's story in fun and engaging ways with our learning pages
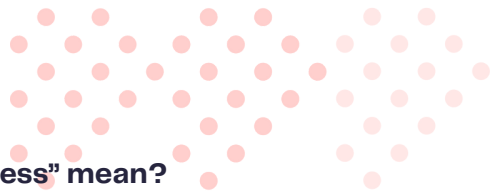
PERSONALIZED & CONSISTENT

- Fully customize your app so it looks and feels like YOUR company
- Build diverse content and create filters to hide and display different information based on department, location, organizational hierarchy and more!
- Set automatic tasks for managers to add in-person, specialized connections for your onboardees.

Automate_

**Automate
your process**

What does "automate your process" mean?
Personalized yet consistent onboarding requires HR to be there whenever a new hire needs you. It means having different versions of your journey for each onboardee. It means providing a rich experience whether you're in the office or not. Which requires buy-in and engagement from existing managers and team members.

Already that sounds like a lot of work, and in fact, 57% of HR managers believe[26] that lack of bandwidth is one of the biggest barriers to effective onboarding.

That's where automation is key. Automating your processes will free up time for HR[27], ensure your new hires' key contacts are 'in-the-loop' and, if done well, will let you deploy your journey across multiple locations, departments and working set-ups at the push of a button.

Automation requires technology. You need a system that can manage employee data in a secure way. One that gives HR the ability to easily add or remove content for specific employees, and that gives both onboardees and administrators prompts and guidance on how and when to proceed. Ideally, it's cloud-based, so your employees have on-the-go access (whether they're in the office or not) and HR can push updates at the press of a button.

How do we automate onboarding?

When it comes to good onboarding, "best-in-show" looks like a content-driven approach that puts experience at the forefront.

Automation takes work. The content for each journey you want to offer needs to be fully realized and mapped out. Remove one or both of these elements and it will take you longer and cost you more.

But with a dedicated team and the right software you can automate your processes quickly.

The good news is that you only need to do this once – and in the long run you'll save yourself (and your team) time and resources – up to 5+ hours per onboardee in administrative work alone.[28]

The team at Vinçotte managed to overhaul their entire onboarding journey in just 9 weeks by partnering with Talmundo.

What does automation look like?

MANUAL	AUTOMATED

COMPLIANCE (LEGAL)

Your new hire receives their equipment loan form, but it's never returned. There's no record of them having been given it and HR is too busy to track it down.	2 weeks before they start, your new hire receives a digital equipment loan form to fill in, delivered automatically. They receive an additional auto-prompt for each day it goes unfilled – and so does HR.

CLARIFICATION (PERFORMANCE)

Ongoing training is delivered manually, dependant on the availability of managers and other team members.	On and offline training drip-fed to the onboardee at key points throughout the new hire timeline [including pre-start].

CULTURE (CULTURAL)

FAQ section on the company intranet is provided with a 'need-to-know' overview.	Your new hire is automatically connected via digital chat to a non-team buddy or other 'live resource' to direct their questions.

CONNECTION (RELATIONAL)

HR assigns a buddy to ensure your new hire has someone to lean on.	New hires are introduced to their buddy digitally before they start and buddies are given regular prompts to connect and give guidance.

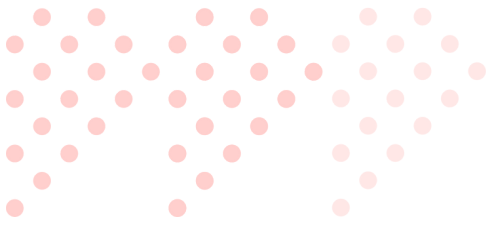## CONFIDENCE (PREPARATION)

An email is sent by HR the week before start, outlining the company dress code.	Onboardees are delivered a digital dress code with imagery and video examples and can ask questions via a digital chatbot to ensure they are well prepared.

CHECKBACK (FEEDBACK)

Onboardees receive a check-in survey from HR at the end of their first week to see how they are fitting in.	New hires are sent automatic, digital 'pulse checks' on a regular basis to gauge their emotional state – HR receives the scores and checks in if there is a need.

How you can automate your process with Talmundo

Let our technology handle all of your new-hire administration and ensure no moment is missed to inspire and delight.

SIMPLIFIED FOR HR

- Answer new-hire questions en-masse with our digital chatbot
- Deploy content universally at the push of a button (or two)
- Work smart with email prompts for HR and managers throughout your new-hires journey

TIMELY & SPECIFIC

- Ensure new hires aren't overwhelmed by providing timed content when they need it most
- Pre-schedule Tasks for managers, buddies, new hires and any other onboarding stakeholder at crucial points of your new hire journey
- Provide a full onboarding experience, whether they start next week or next month, with journeys that expand or condense available content relative to start date
- Design different journeys for hybrid and remote employees to ensure they receive just as good of an experience as your in-office employees
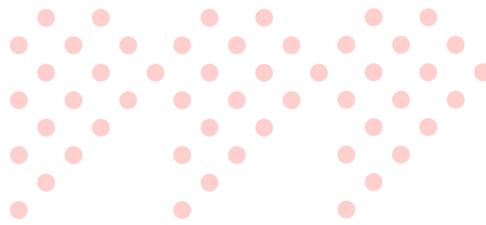
FULLY INTEGRATED

- Integrate Talmundo with all of your existing ATS
- Seamlessly manage all your onboarding processes from one central hub
- Feel empowered as our Customer Success team guides you every step of the way
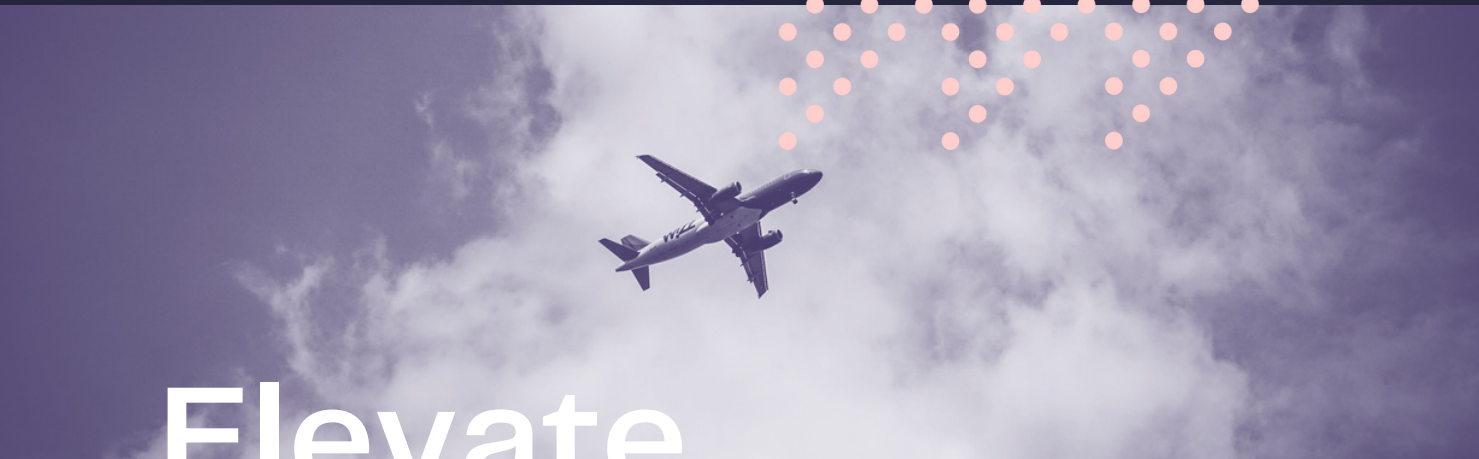
Elevate

Elevate
your business

What does "elevate your business" mean?
Elevation is about capturing learnings and key measurements, both positive and negative, from your new hire journey and applying them for increased business success.

By now, we know that onboarding is a great strategy to improve retention, shorten time-to-productivity and foster engagement. But to see just how much onboarding influences these, we need to measure and improve.

Here's the problem – 55% of organizations don't measure the effectiveness of their onboarding programmes at all.[29]

Currently, most organizations struggle with **what** to measure and have no clear systems in place to accurately capture and analyze data.

How do we elevate with onboarding?

Organizations with best-in-class onboarding measure, at a minimum, engagement, time-to-productivity and retention.

There is no 'catch-all' definition of what a good or bad result is when measuring these key metrics – there are a number of variables specific to your organization to take into account.

Start by identifying your own industry's standards.
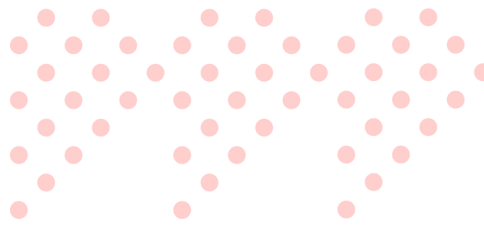
This is especially relevant when measuring retention. The average turnover rate across the modern workforce sits at around 10.6%[30] – but when you dive beneath the surface the reality is a little different; a high average turnover of around 13.4% within the professional services industry drives this average up. So if you're not in the professional service business, measuring your own performance against this number isn't realistic.
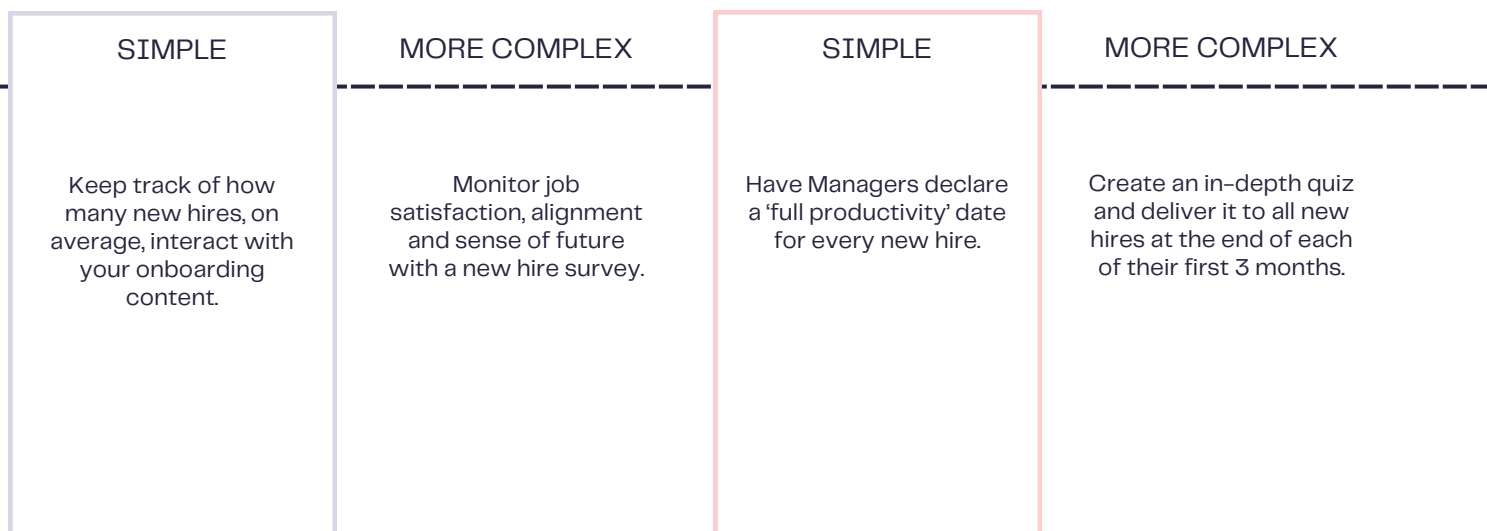
Engagement and time-to-productivity are harder to measure than retention – so it's necessary to create your own definition of success and identify metrics that will best inform this definition.

2 ways to measure

ENGAGEMENT

2 ways to measure

TIME-TO-PRODUCTIVITY

SIMPLE	MORE COMPLEX	SIMPLE	MORE COMPLEX
Keep track of how many new hires, on average, interact with your onboarding content.	Monitor job satisfaction, alignment and sense of future with a new hire survey.	Have Managers declare a 'full productivity' date for every new hire.	Create an in-depth quiz and deliver it to all new hires at the end of each of their first 3 months.

Once you've defined which metrics are relevant to your organization and mapped how you will track them, you can build a baseline and start improving.

Give yourself sufficient time to let your new initiatives take effect. You want a strong data set to draw from before you start analyzing the results.

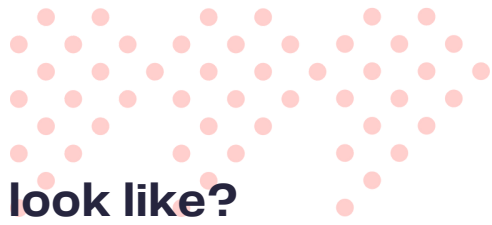We're looking for trends, both positive and negative, across your key metrics.

The plan is two-fold:

1 IDENTIFY PROBLEMS —
SOLVE THEM

2 RECOGNIZE WINS —
REPLICATE THEM

A quick look
What does elevation look like?

1
OBSERVATION

2
ELEVATION

ENGAGEMENT

You identify that only 42% of your remote new hires are logging into your online onboarding portal, meaning more than half of your onboardees are missing out on all of the great content you've created.

You transfer all mandatory new hire paperwork, including remuneration forms, into your onboarding portal – essentially making logging in a compulsory activity. Activation rates jump to 98% and you see the traffic on your content steadily grow as your new hires explore the portal.

TIME-TO-PRODUCTIVITY

You notice that after extending your preboarding period for employees in your software department, direct managers started reporting that new hires were hitting full productivity up to 3 weeks earlier than in previous years.

You start engaging other departments and begin to plan the roll-out of an extended preboarding period across the rest of your organization.

RETENTION

Your organization is seeing unusually high employee turnover within the first 6 months of employment.

You create a check-in survey delivered to all employees after their first week, month and quarter with the company. You find that whilst new hires highly value 'one-on-one time with a direct manager', manager interaction was severely diminished after week 1. You decide this is a good place to start and begin working with managers to find additional one-on-one time for onboardees.
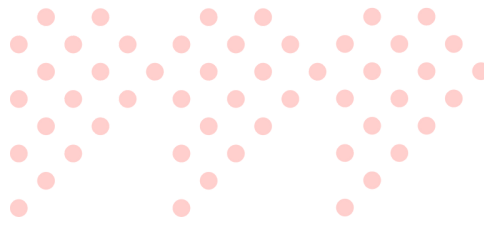
How you can elevate your business with Talmundo

Reap the rewards – uncover insights and leverage data to make informed decisions with our best–in–class analytics.

DATA–INFORMED

- Gather measurable data through pulse checks, forms and survey functionalities to identify potential leavers, boost retention and gauge productivity & engagement
- Know the facts and make informed decisions

INTERNALLY BENCHMARKED

- Compare the effectiveness of your journey across departments and offices
- Measure–up against the world's best enterprise companies and learn from their successes

FUTURE–PROOF

- Be confident of continued success with the full support of our Developer team
- Grow and develop with Talmundo's Onboarding Academy
- Benefit from the expertise of our in–house team of Onboarding Experts

The takeaway

Done well, onboarding will positively impact employee engagement, time-to-productivity and retention.

But good onboarding doesn't just happen.

For best-in-class results, you need to reinvent your journey and automate your processes so you can leverage data and elevate your business.

Start today and redefine your onboarding for a new future of work...
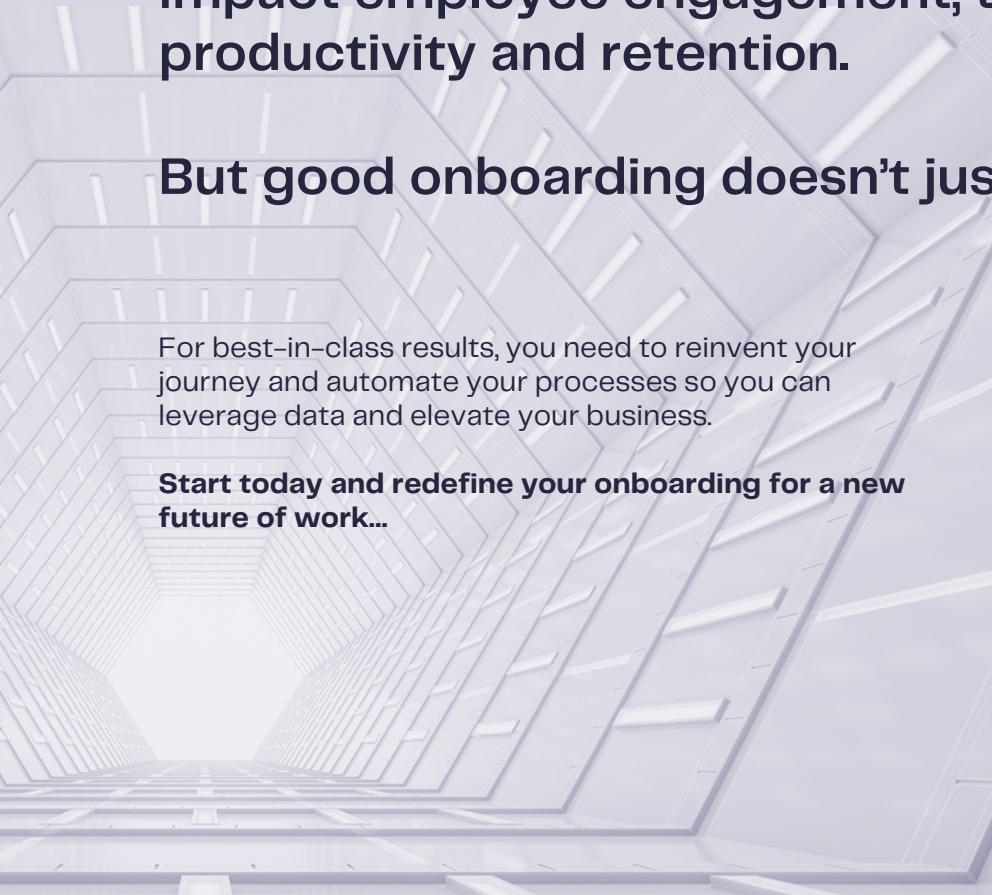
Get started today_

Don't just onboard — inspire & engage.

Our employee onboarding platform helps you drive engagement, shorten time-to-productivity and increase retention.

Start to reinvent, automate and elevate your new hire journey with Talmundo and watch as your onboardees are transformed into confident, empowered team members and ambassadors.

Want to know more?

Book a free demo with one of the friendly Talmundo team and learn how our powerful software can help you redefine your onboarding for a new future of work!

BOOK A FREE DEMO

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