

## Satisfied employees = Successful Company

In recent years, the importance of employee satisfaction in the workplace has become a crucial factor in order to achieve better employee's performance and productivity. Therefore, keeping the employee's satisfaction and happiness at a high level has become the number one job of the HR manager and people working in the HR department. Employee satisfaction leads to the employee's



engagement that can have a positive effect on the profitability, productivity as well as on the company's success. According to Gallup's most recent report, disengagement of employees costs the German economy around 80.3 to 105.1 billion euros yearly as the result of lost in employee's productivity.

### Why Employees Satisfaction is essential for Your Company's success?

Employees are the company's number one resource, without them, your company would be not able to operate on a daily basis. Hence, without satisfied and engaged employees there is no successful business. Maintaining your employees happy have certain advantages:

**Increased and Higher Productivity** – it is undoubtedly true that employees how to have a higher level of job satisfaction will achieve higher job productivity

**Profits Boost** - more engaged employees bring more sales to the company, therefore their boost companies profit

**Lower Turnover**- satisfied employees are less likely to leave the company. And retaining the employees in a company creates a better environment and leads to money-saving.

**Loyalty**- employees are the company's best representatives internally and externally. A loyal employee will represent its own company in the best possible way, he will share its mission and values and, on the way, he will be increasing brand awareness.

## What factors drive Employees Job Satisfaction?

There are many factors that drive employee satisfaction, firstly we always think that compensation is the leading factor in employee satisfaction. However, according to the survey on Job Satisfaction by Society for Human Resource Management (SHRM), the most crucial factor for employee satisfaction is RESPECT.

A respectful treatment of all employees at all levels is essential nowadays, as respect leads to better communication and collaboration between supervisors and employees. Trust has also been marked as an important factor for job satisfaction, probably due to workplace uncertainty in the previous years. In order to maintain trust, HR departments should work more on the internal channels of communication within the company.

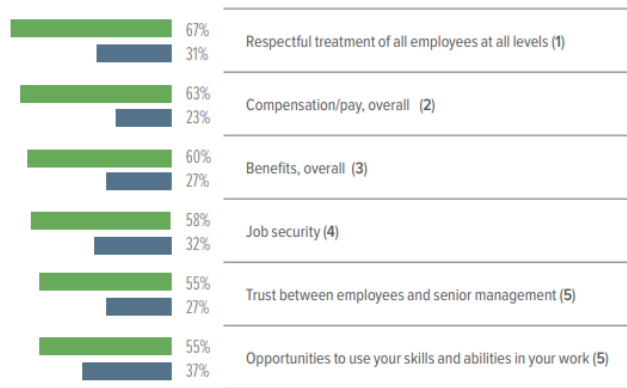


Figure 1: Top 5 Job Satisfaction Factors (SHRM)

Additionally, on the high scale of job satisfaction are the opportunities of employees to use their skills and abilities. In addition, a strong connection to the worker's satisfaction has a workplace, employees are more satisfied when they are working in a healthy environment, that is free from stress, discrimination, moral issues, and etc.

Being able to make progress on their career path employees highly rated job-specific training and company-paid training. Hence, they are able to strengthen their skills and be able to be more effective and efficient in their daily job tasks.

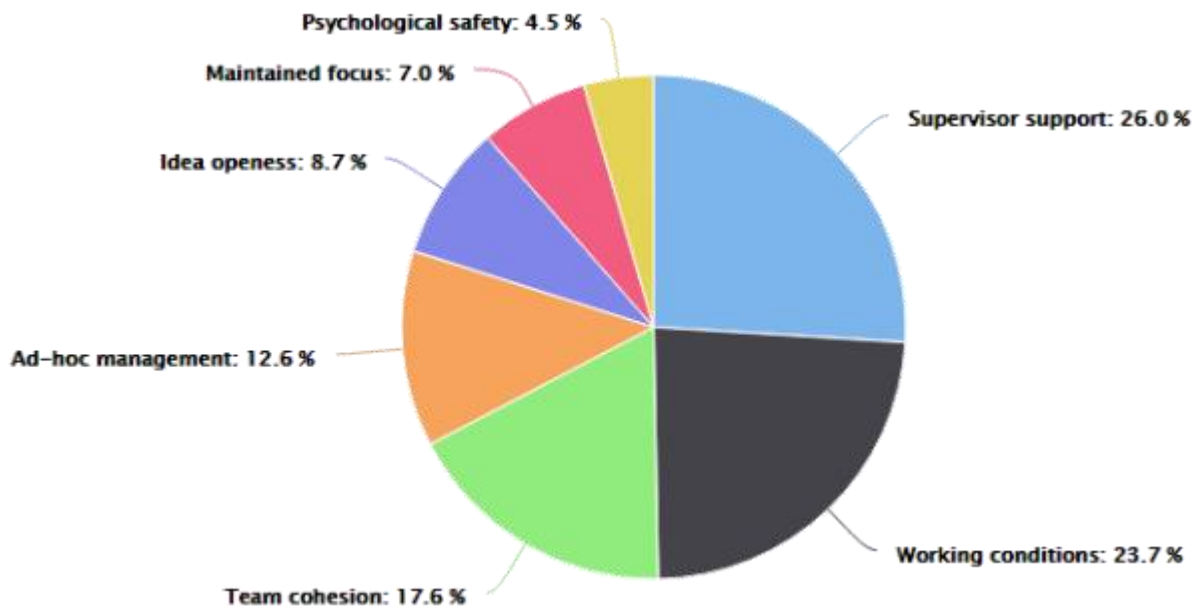
How well are you introduced to the satisfaction of your employees?

Do you recognize their needs and opinions?

Do they like their workplace?

How much are they really engaged in their job?

If you still don't know or you are not sure about the answers to these questions and many more. We have the Perfect and Fun Tool that will give you answers. Quantified. Company is the new super interesting and interactive tool that will make your employees talk. It is not a traditional boring survey, it's simple, short, fun and open question survey that saves your time and boosts your effectiveness.



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