**Step 1:** ***Hypothesis: Work place satisfaction***

***Why:*** Workplace culture can attract and retain talent. It drives engagement and increase performance. It is also linked to happiness and satisfaction.

**When:** Employee retention is low. Turnover costing time and money to train the replacement.

**How long:** One to two weeks. Test period should avoid any rush period such as payroll week where accounting team will be overloaded to meet the deadline. Also avoid any end of company quarterly cycle to avoid predetermined goals.

**Step 2: Sample**

**Sample size:** Everyone in the organization should participate on the AB testing because different participant feels differently about the workplace satisfaction. What are best practices in one department might not apply on another.

**Baseline Conversion:**

Use the previous retention rate record as the control version and the changes made based on the feedback from the Work place satisfaction as experiment. The feedback implemented will be the treatment. Additionally, we should also look for employee sentiment if this are motivating channel to express their ideas.

Defines the current turnover rate. If the changes improve the retention rate.

**Step 3: Variables to test**

To evaluate how effective a change is, we need to minimize the treatment for measuring its performance. Prioritize the changes based on this performance indicator(s). Set a realistic, measurable goal for the A/B testing and make sure it lines up with the employee retention strategy. Once you have run your experiments and analyzed your results, remember to adjust accordingly.

**Result: What to look for:**

Is there any department constantly less engaged with this type of testing, or is there certain type of content that is constantly underperforming? Focus on the most pressing issues to get most tangible results.

**Test Note:**

AB test and multivariate testing are two powerful optimization methods that can complement each other. Pick one and get the most of it.