

# CORPORTATE EMPLOYEE ATTRITION ANALYSIS

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div>Our customer is HR of an organization, who is responsible for an employee to be in their organization. HR need to make the employee meet their satisfaction in their job.</div>	<div>Feeling burnt out and underappreciated  Pay and benefit  Lack of communication</div>	<div>HR Staff provide information regarding employee benefits, leave of absence, employee assistance programs and worker's compensation benefits.</div>	
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div></div>	Focus on J&P, tap into BE, understand RC
	<div><div><i>JOB TO BE DONE:</i>  Increasing employee satisfaction  Attracting talented professionals  Boosting employee retention  <i>PROBLEM:</i>  Poor work-life balance.  Not fitting in and feeling a sense of belonging.  Poor job satisfaction and pay.  Not enough career opportunities.</div></div>	<div>Dissatisfaction of Salary.  Better job opportunities in the market.  Hiring wrong Candidates.  Lack of Appreciation.  Unrealistic expectations from Employees.</div>	<div>Suggesting an online portals where they will get part time jobs online tutorials and websites for improving their skills</div>	
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div>Other Employees getting better salary than another employee.  Some employees getting a better job position than that employee.  Top skilled employees getting an apt job than a employee in same skill set level.</div>	<div>The employee attrition can be minimized by various methods like increasing the efficiency of the workers by satisfying their requirements. This could be resolved with the employee attrition by the following constraints improvement such as:  <i>Pay Competitive Benefits and Perks.</i>  <i>Find The Reason.</i>  <i>Recruit The Right Candidate.</i>  <i>Offer Flexibility.</i>  <i>Provide A Positive Workplace Environment.</i>  <i>Improve Employee Engagement.</i>  <i>Appreciate.</i></div>	<div>Employees do work from home jobs until they get a job for their requirements.  They searching for a new job for their need and skill satisfying jobs.</div>	
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.  <i>BEFORE</i> <div>Lost Insecure Frustrated</div> <i>AFTER</i> <div>Satisfied Comfortable Enthusiastic</div></div></div>		<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div></div> <div>Employees do a part time jobs for the money needs.  Employees will work on their skill sets for the satisfied job position.</div>	