



KRITI '23

# Building a Happy Workforce

Strategies for Boosting Employee  
Satisfaction and Productivity  
@ SRC Corporation



Disang (Boys)



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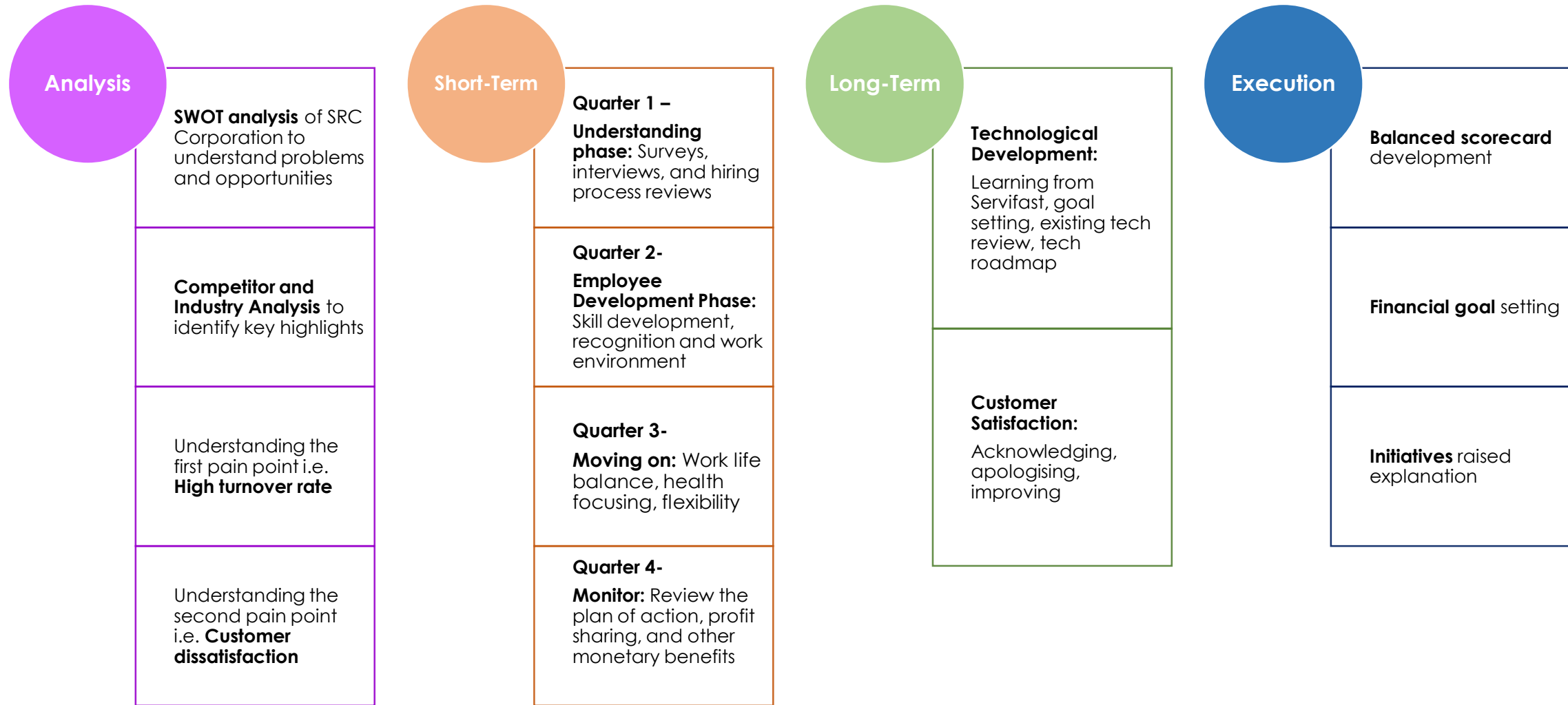
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# Executive Summary



# SWOT Analysis

SRC Corporation

## Strengths

- **Large Market Share (25%)** - 3rd in its segment
- **Leading supplier and servicer** of autonomous devices and industrial equipment in the USA
- The **services division** is the largest and most profitable division of the company
- **Strong reputation** for high standards of service and product quality

## Opportunities

- **Development of new technologies** to improve the efficiency of the company's services
- **Investment in programs** to improve employee satisfaction and retention
- **Diversification** of the company's offerings to enter new markets and expand its customer base



## Weaknesses

- The **decline in revenue** by 15%
- **Drop in market share** by 3%
- **Customer Dissatisfaction**: Response time (20%) and Overall quality of service (30% of the dissatisfied customers)
- **Decline in employee job satisfaction**: 40% of the company's employees are considering leaving the company

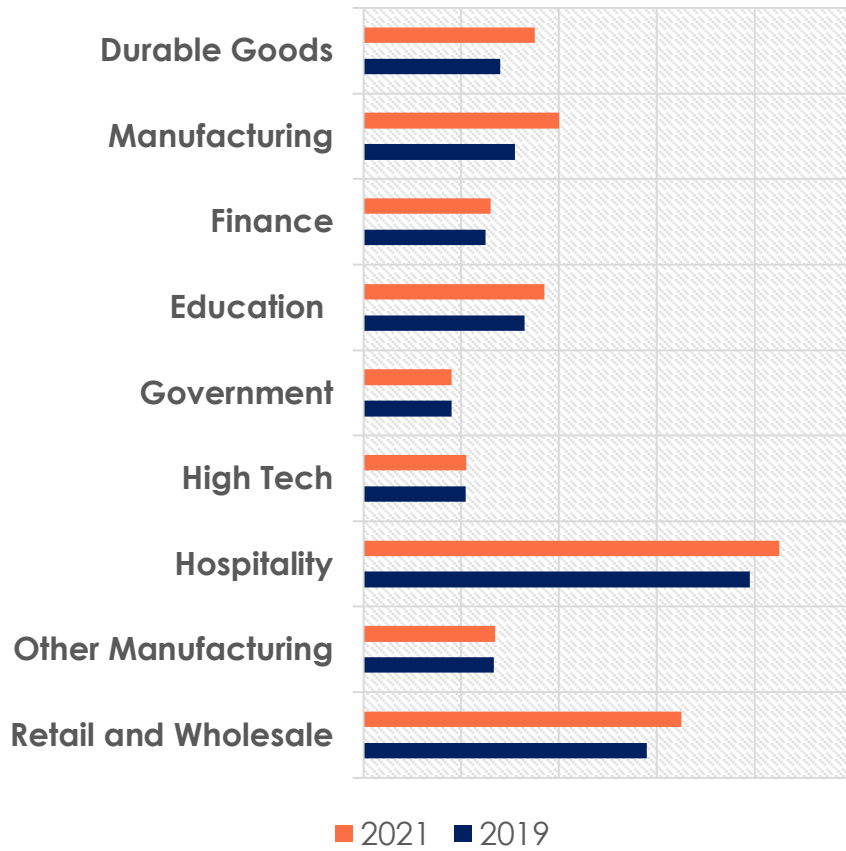
## Threats

- **Intense competition** from companies such as **Servifast and USMech**, which have seen an increase in market share over the past year
- **Reputation** at risk
- **Potential loss of market share**
- **Changes in government regulations or industry standards** that could impact the company's operations and profitability

# Company Analysis

SRC Corporation: what, where, when, and how

## Employee separation by Industry



Source: US BLS

01

### Healthy turnover rate

- According to Gallup, a healthy turnover rate is around 10% but it varies based on the industry, company, and retention goals
- Extremely low turnover might be a cause of harboring detrimental underperformers and may cause frustration among the top performers

02

### Types of turnover

- **Voluntary:** employees quit their job or resign from the jobs (this is the case with SRC Corporation)
- **Involuntary:** employees are fired due to underperformance or other undesirable activities.

03

### Cost of high employee turnover

- **Monetary:** Actively disengaged employees cost the U.S. between \$450-550bn per year because they are not as productive as their engaged counterparts
- **Psychological:** The remaining workforce is overworked. This affects their mental as well as physical health

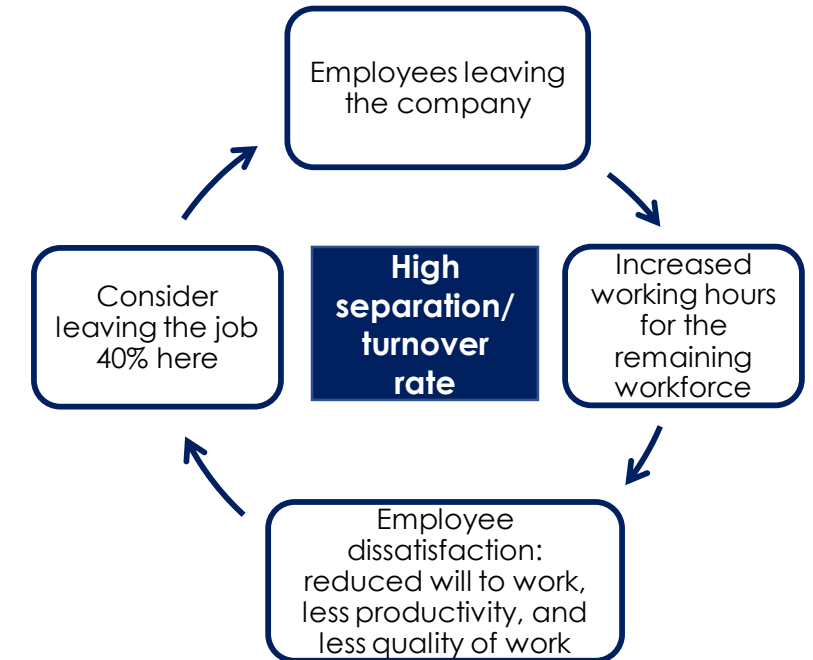
Separation Rate

It measures the percentage of employees **who voluntarily left the organization** during the reporting period

VS

Turnover Rate

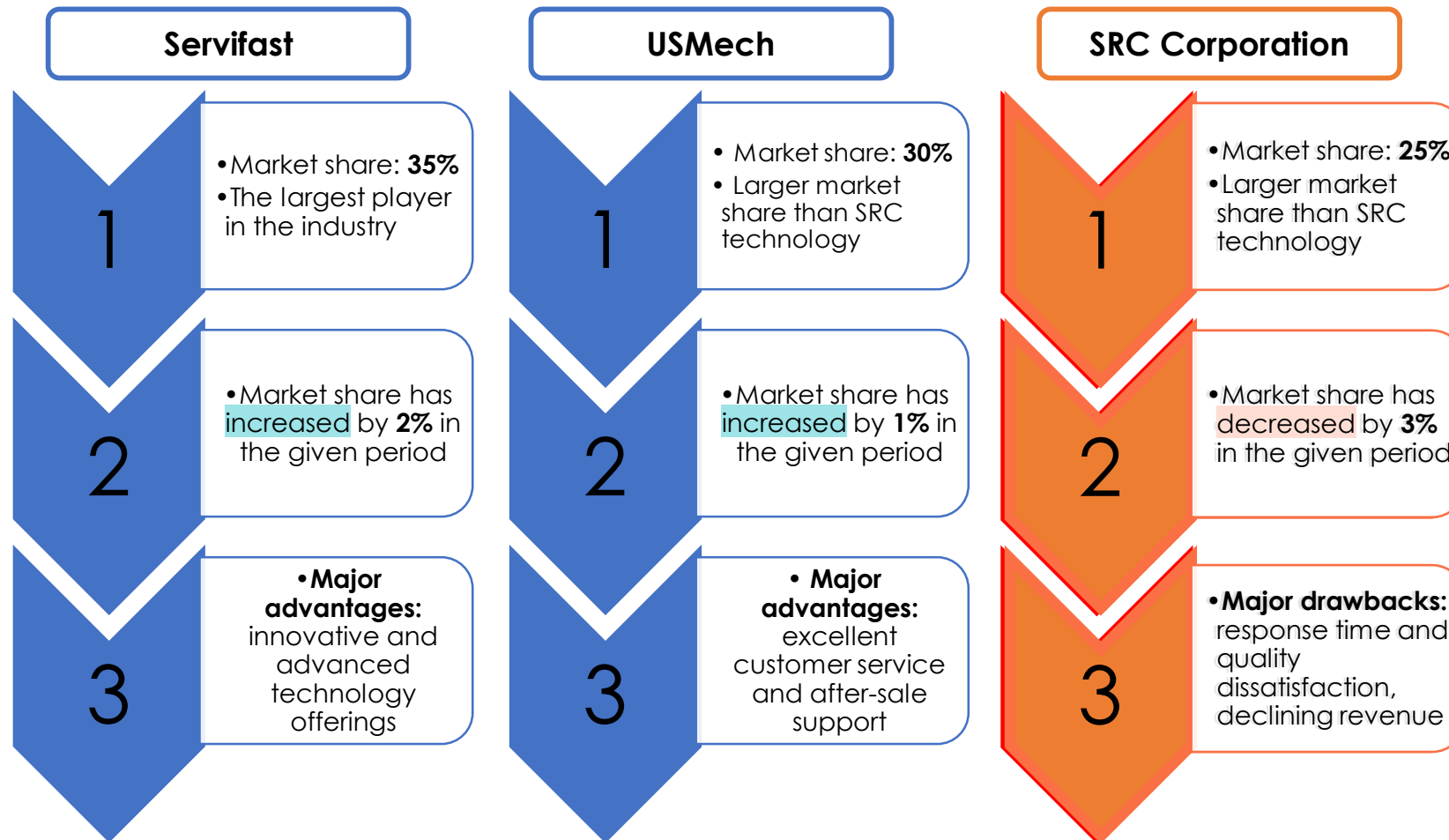
Turnover is the rate at which employees **leave** a company **either voluntarily or involuntarily**





# Competitor Analysis

Servifast and USMech vs SRC Corporation



## Key observations



- Competitor market share has increased while SRC experienced a decline.
- This means that the **problem lies in SRC and not the entire industry**



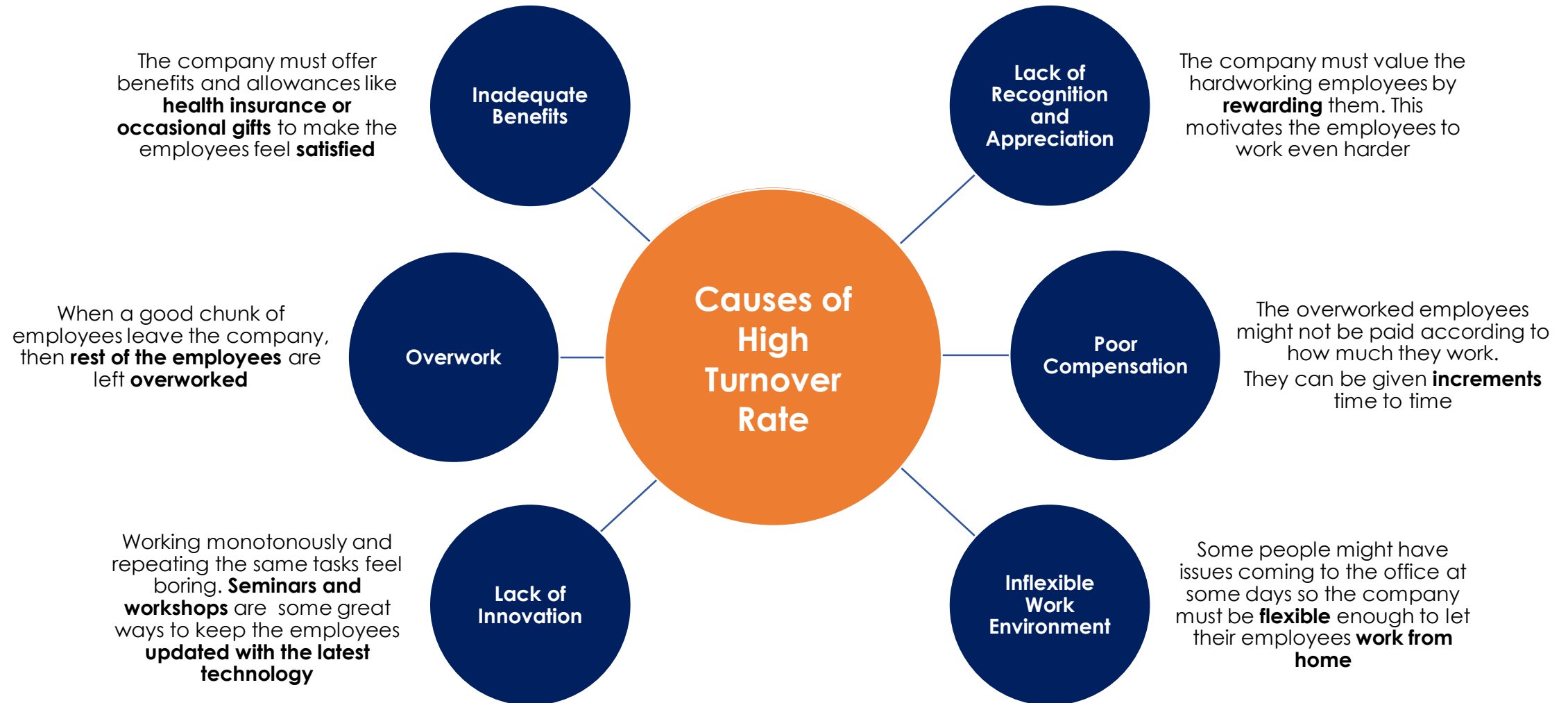
Revenue has seen a major downfall, especially in the **service sector**, which once **used to be the major revenue source**



**Consumer and employee dissatisfaction** have become a major reason for SRC's revenue downfall. This has led consumers to prefer the competition over SRC

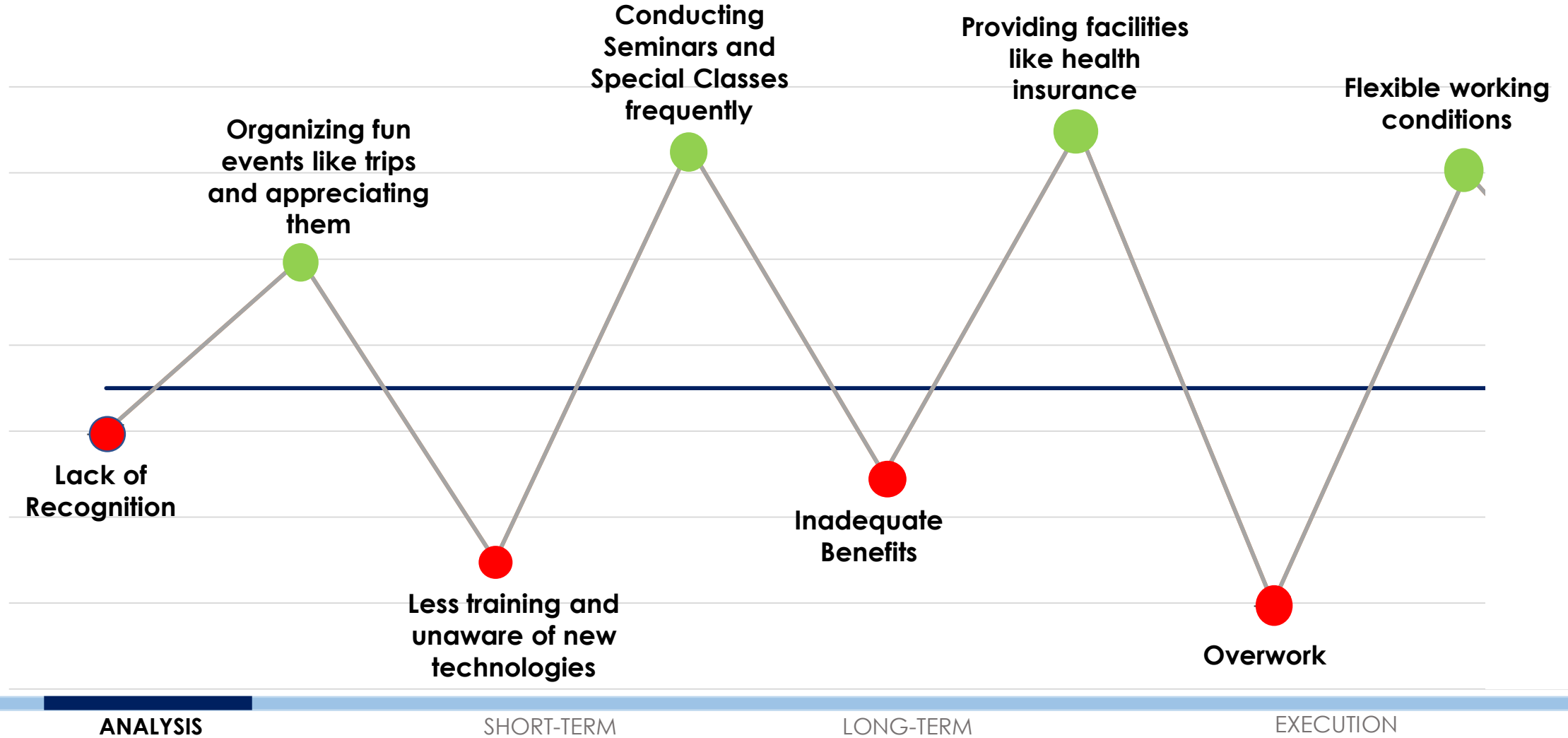
# The High Turnover

SRC Corporation



# Pain Points

Employee dissatisfaction





# Pain Points

Customer dissatisfaction



**The American Customer Satisfaction Index (ACSI)**  
2000 – 2022

## Poor Customer Service

Lack of after-sales support

Slow response and rude behavior by employees

Lack of proper feedback system

## Lack of Innovation

Poor build quality and design

Non user-friendly nature

Customers are switching to competitors

## High Expectations by Customers

Overpricing and lack of offers

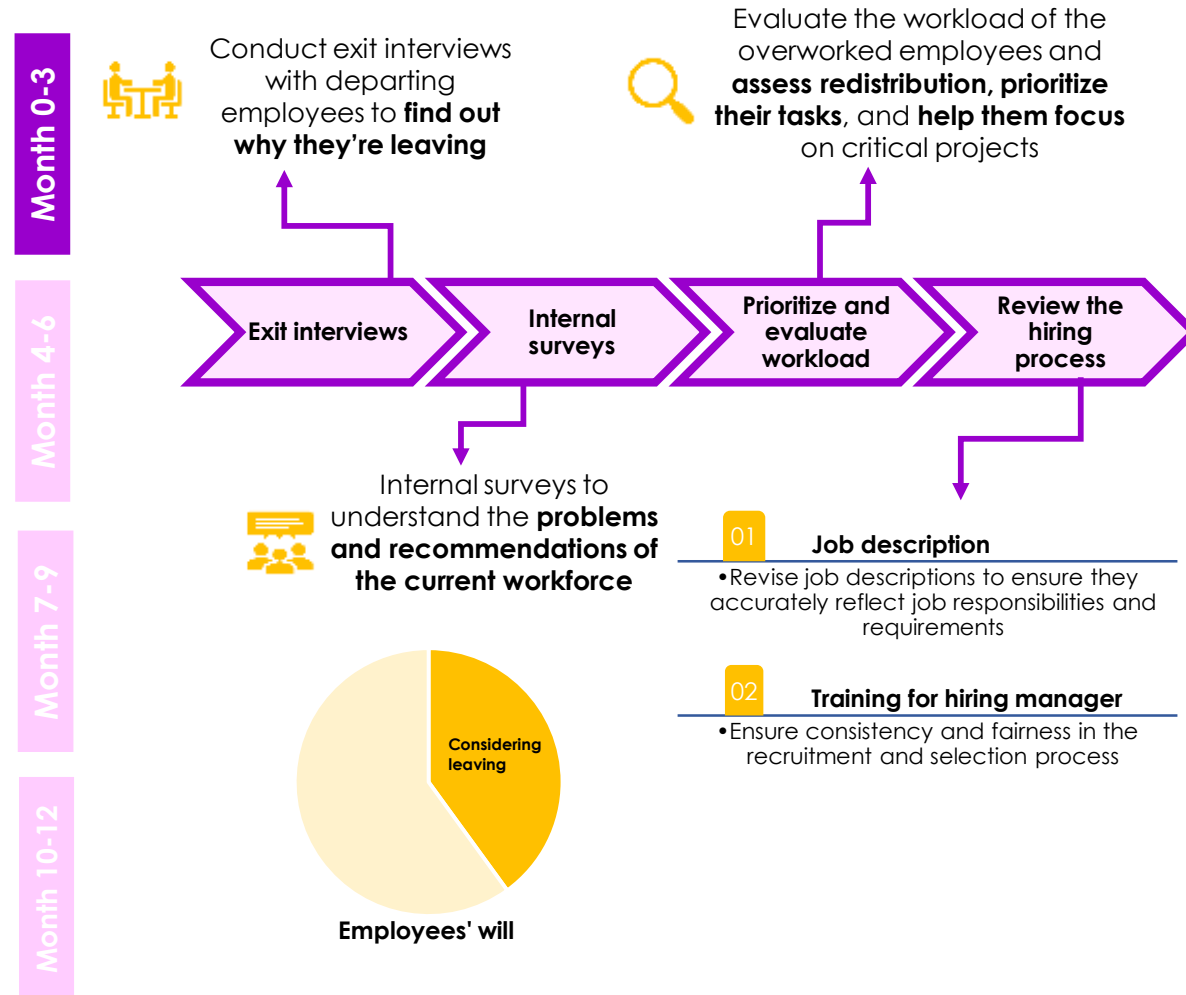
Misleading, false or incomplete information

Company's declining reputation

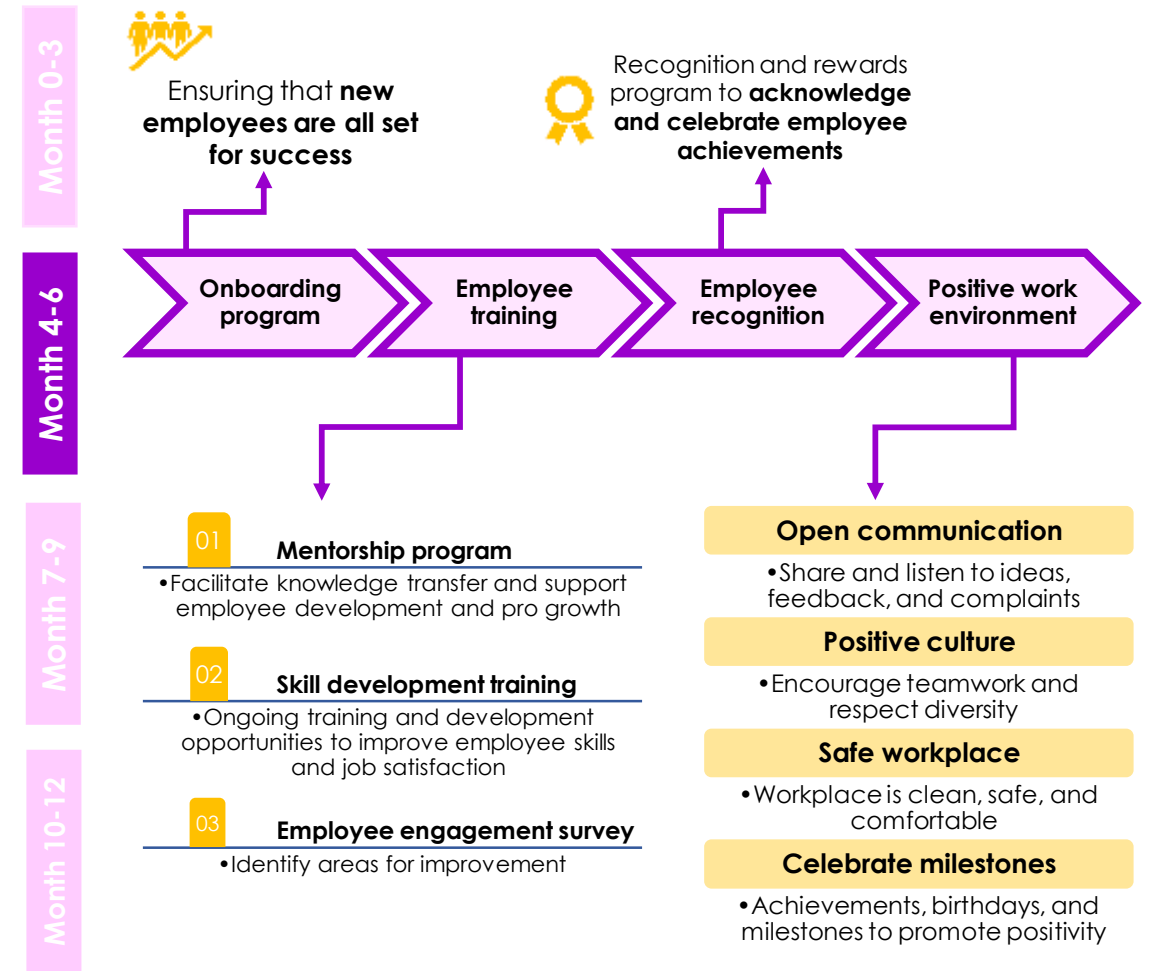
# Roadmap to success

In-depth 0-12 month Plan-of-Action to get back on track

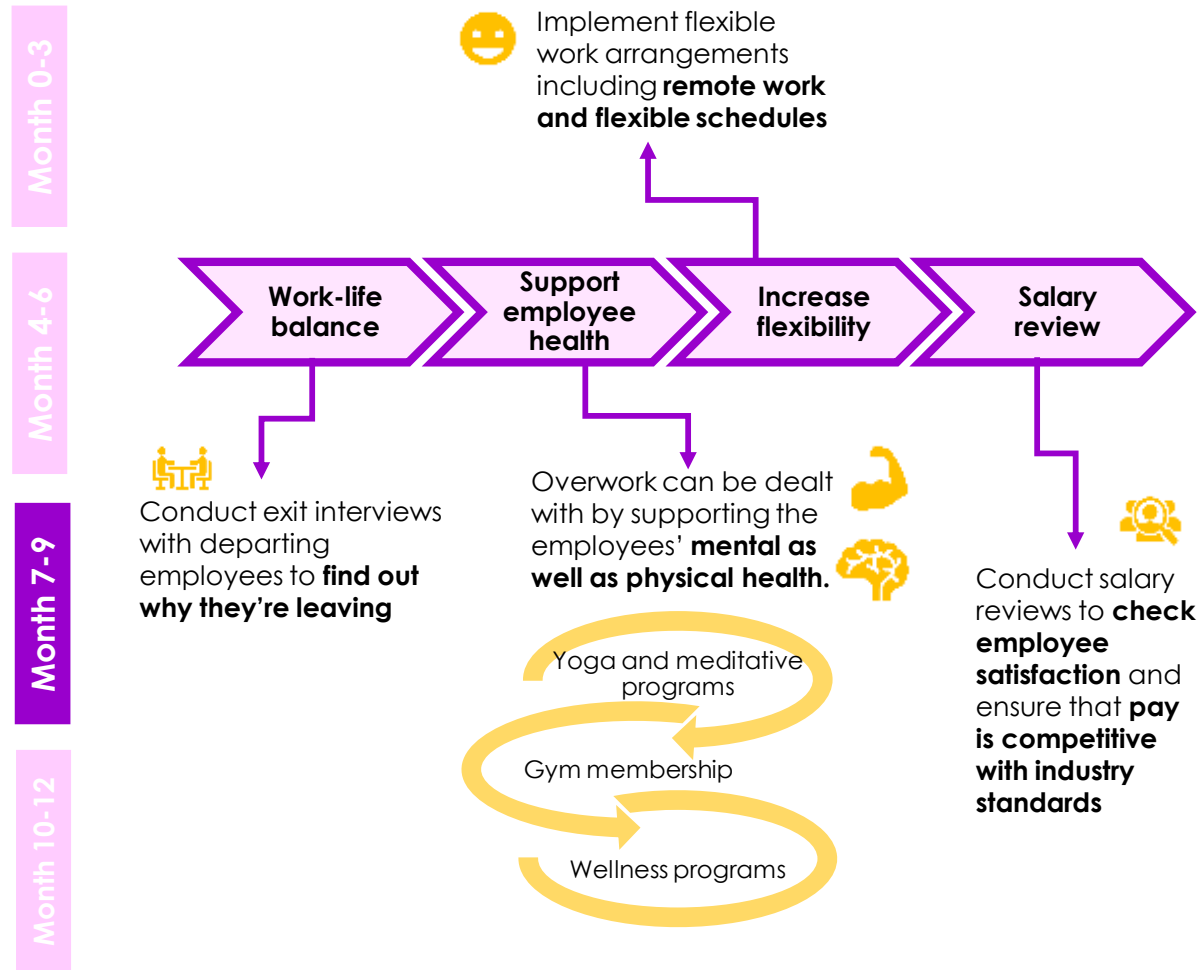
## Identifying issues



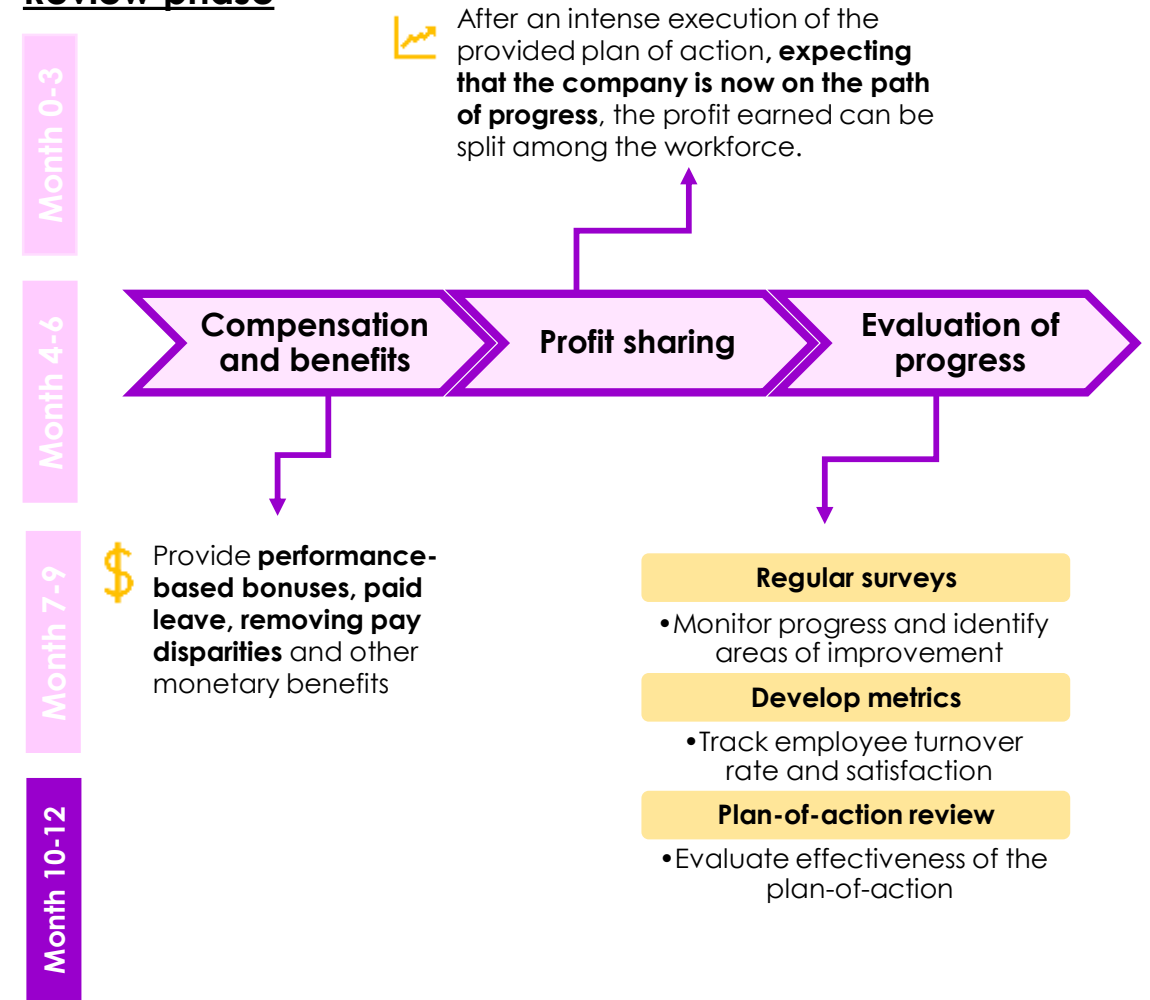
## Employee development



## Moving on



## Review phase

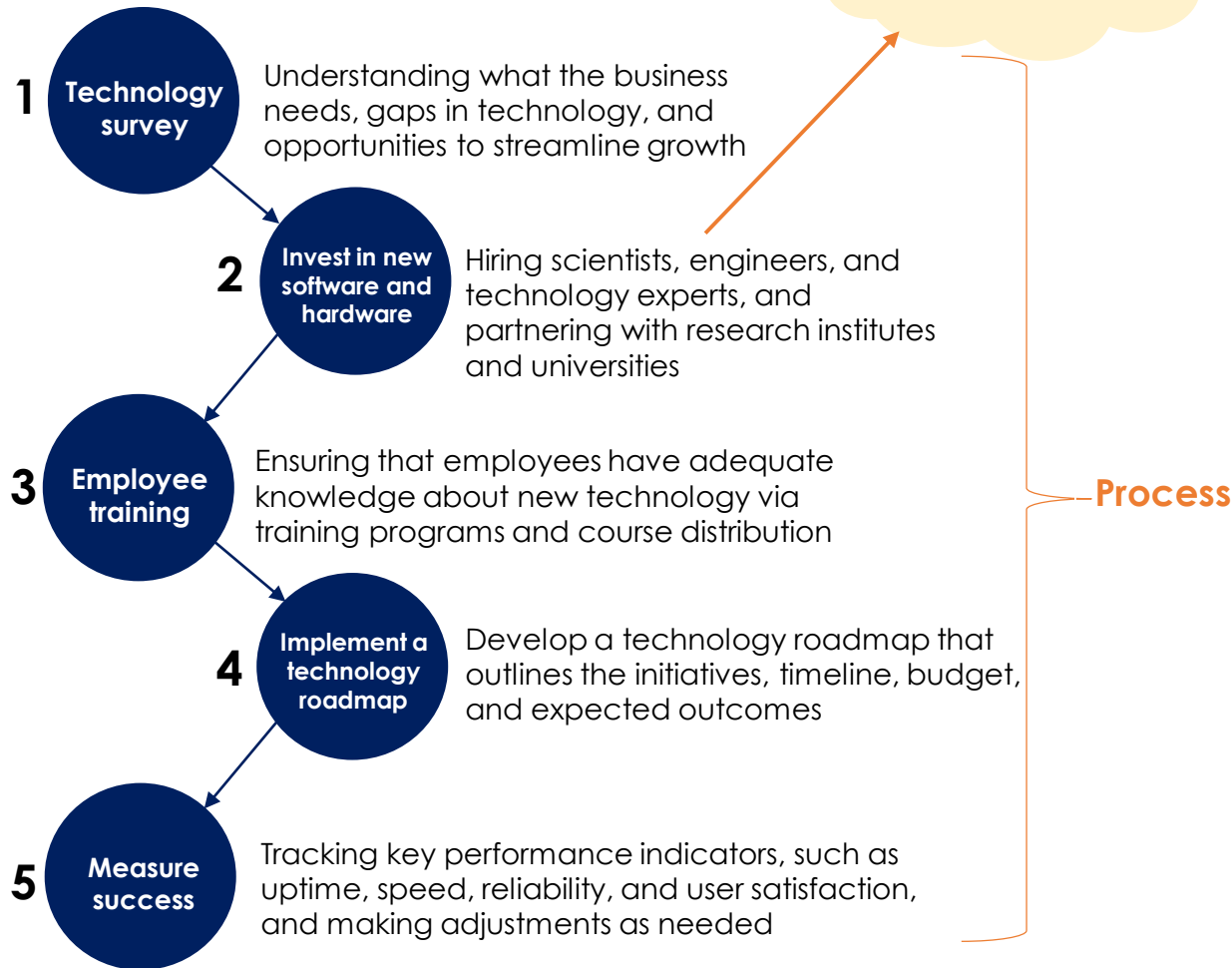


## Immediate plan of action: Summary



# Long-term solutions and expectations for success

## Technological advancement



## Regaining Consumer Trust

### EXPECTATIONS

- 01 Improved quality of work**  
• As technology improves, the quality of work improves
- 02 Reduced process-cycle time**  
• Better tech means reduced process time and hence faster work
- 03 Reduced operating costs**  
• As tech improves, efficiency increases and costs come down

### GOALS

Customer Satisfaction

Increased Revenue

Sustainability

# Long-term solutions and expectations for success

## Technological advancement



### Improvement in technology

- Once technology improves, service time reduces
- Improved technology also leads to a reduction in cost
- This may result in cheaper service
- Reduced prices will attract more customers and improved service will gain back lost customers



### Employee satisfaction

- The root cause of all the problems was the inefficiency of the employees due to long work hours and job dissatisfaction
- Once employee satisfaction is achieved through the 12-month action plan, efficiency will increase
- This will ultimately result in better work

## Regaining Consumer Trust

Winning back trust is a long process that requires a consistent and sustained effort from the company

### Accountability

#### Acknowledging the issue

This shows that the SRC is listening and is committed to finding a solution.

#### Re-monitor

Include customer feedback surveys to check progress in the implemented measures

#### Apologize

SRC understands the impact of the issue on the consumers and is committed to making things right

#### Rebuild relationships

This includes reaching out individually, personalized support, and demonstrating a commitment to their satisfaction.

#### Provide compensation

This can include refunds, discounts, and other forms of monetary/non-monetary compensation.

#### Transparent communication

This includes regular updates and providing a timeline for resolution.

# Balanced Scorecard

	Objectives	KPIs	Targets	Initiatives
<b>Learning and growth perspective</b>	<ul style="list-style-type: none"> <li>Improve Employee Skill</li> <li>Reduce Employee Turnover Rate</li> <li>Technological Advancement</li> </ul>	<ul style="list-style-type: none"> <li>Training Index</li> <li>Turnover rate</li> <li>Return on digital investment</li> </ul>	<ul style="list-style-type: none"> <li>Annual increment by 25%</li> <li>Reduce by <b>4%, 7%, 8%, 8% in 4 quarters</b></li> <li>Increase by 25%</li> </ul>	<ul style="list-style-type: none"> <li>HR training programs</li> <li>New employee onboard program</li> <li>Technological advancement programs</li> <li>Increase job flexibility</li> </ul>
<b>Financial perspective</b>	<ul style="list-style-type: none"> <li>Increase Revenue</li> <li>Reduce Operating Costs</li> <li>Increase Return on Investment</li> </ul>	<ul style="list-style-type: none"> <li>Revenue</li> <li>Operating Cost</li> <li>ROI</li> </ul>	<ul style="list-style-type: none"> <li>Annual growth of <b>20% in the service sector and overall growth of 15%</b></li> <li>Reduce OC by 15%</li> <li>Increase by 4% in 1 year.</li> </ul>	<ul style="list-style-type: none"> <li>Employee satisfaction program</li> <li>Technological advancement =&gt; drive down OC and increase ROI</li> </ul>
<b>Customer perspective</b>	<ul style="list-style-type: none"> <li>Increase Customer Satisfaction</li> <li>Reduce Waiting Time</li> <li>Increase Customer Retention/Regain</li> </ul>	<ul style="list-style-type: none"> <li>CSAT score</li> <li>Average Waiting Time</li> <li>Customer Retention</li> </ul>	<ul style="list-style-type: none"> <li>Achieve CSAT score of 75% to get back on track</li> <li>Reduce average waiting time by 20%</li> <li>Customer retention increment by 15%</li> </ul>	<ul style="list-style-type: none"> <li>Customer feedback surveys</li> <li>Increase transparency</li> <li>Technological advancement =&gt; reduced waiting time</li> <li>Improved quality of work =&gt; customer satisfaction</li> </ul>
<b>Internal business perspective</b>	<ul style="list-style-type: none"> <li>Reduce Process Cycle Time</li> <li>Increase Surveys and Reviews</li> <li>Profit Sharing</li> </ul>	<ul style="list-style-type: none"> <li>Average Cycle Time</li> <li>Net Profit</li> </ul>	<ul style="list-style-type: none"> <li>Reduce by 15%</li> <li>Share 20% of the net profit</li> </ul>	<ul style="list-style-type: none"> <li>Increase automation</li> <li>Monetary benefits</li> </ul>



# Appendix

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**Employee  
separation rate by  
industry**

<https://www.bls.gov/news.release/jolts.t16.htm>

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**American customer  
satisfaction index**

<https://www.theacsi.org/the-acsi-difference/us-overall-customer-satisfaction/>

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**Turnover rate**

<https://www.criteriacorp.com/resources/glossary/turnover-rate>

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**Separation rate**

<https://rb.gy/tqaizx>

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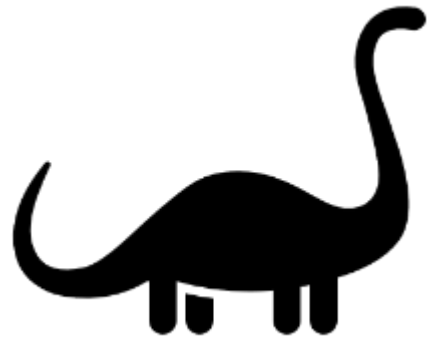
**Customer retention  
rate**

<https://rb.gy/ukwqwo>

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# Annual total separations rates by industry and region, not seasonally adjusted

Industry and region	2017	2018	2019	2020	2021
<b>Total</b>	43.3	44.5	45.1	56.8	47.2
<b>INDUSTRY</b>					
<b>Total private</b>	47.8	49.1	49.8	62.9	52.4
Mining and logging	48.5	54.1	48.4	55.3	36.2
Construction	61.4	57.9	65.0	68.5	56.9
Manufacturing	30.6	32.5	31.6	44.2	39.9
Durable goods	27.3	28.8	28.6	41.7	35.3
Nondurable goods	36.1	38.6	36.6	48.3	47.3
Trade, transportation, and utilities	45.6	49.0	49.5	60.4	54.5
Wholesale trade	28.0	29.4	29.6	37.4	33.5
Retail trade	53.8	58.1	58.4	69.6	64.6
Transportation, warehousing, and utilities	40.9	44.1	45.9	59.1	49.0
Information	36.0	37.2	38.4	43.1	38.9
Financial activities	28.2	27.1	28.5	31.4	28.5
Finance and insurance	25.1	24.1	24.6	25.2	26.3
Real estate and rental and leasing	37.0	35.7	39.2	49.3	34.9
Professional and business services	63.5	63.5	63.5	68.6	64.2
Education and health services	32.6	34.0	33.4	44.5	37.3
Educational services	29.4	30.3	29.9	42.1	25.5
Health care and social assistance	33.2	34.7	34.0	44.9	39.4
Leisure and hospitality	74.2	77.1	79.3	129.8	84.9
Arts, entertainment, and recreation	84.7	88.8	80.4	127.6	76.3
Accommodation and food services	72.4	75.1	79.1	130.2	86.3
Other services	45.2	44.0	43.2	67.3	47.2
<b>Government</b>	18.2	18.5	18.8	23.4	18.1
Federal	14.2	14.4	16.6	28.2	18.8
State and local	18.8	19.1	19.1	22.6	18.0
State and local education	17.2	18.6	18.6	24.3	16.0



**Thank You**