

What Can an iPhone Teach us About Retention?

Whether you're a fan of Apple products or not, most agree that the user experience created by Apple has set the standard for how we expect to interact with our electronic and portable devices. We all want to be able to navigate effortlessly and feel like our needs have been anticipated and met. In fact, we've also come to expect that even our unanticipated needs should be met.

This same kind of thinking around user experience can (and should) be used by organizations to help crack the code around retaining employees. Retention has often been thought of as an action or event (or even a series of actions or events) to keep employees happy and make them stay—think casual Fridays or pizza in the break room. But the real opportunity to impact retention lies in an organization's ability to develop a retention strategy that begins with the candidate experience and continues in an integrated way throughout an employee's tenure in the organization. This unique approach to retention is explored in a newly released whitepaper, [*Rethinking Retention: A User Experience Approach to Keeping Great People.*](#)

So, what does it take to build a retention-oriented user experience for both candidates and employees? The key is for organizations to focus on (and evaluate themselves) on five distinct areas:

5 Steps to Creating a User Experience Model for Candidates and Employees



- **User Needs:** Understand your candidates' and employees' goals, objectives and motivations.
- **Content Requirements:** Provide the tools and information people need to be successful in their current and future roles.
- **Functionality:** Make sure the organization and individual departments function well on a day-to-day basis.
- **Interaction, Information & Navigation Design:** Make it easy for people to navigate and connect within your organization - from communication channels to policies & procedures
- **Visual Experience:** Amplify your retention brand wherever possible - from physical space to your company culture

The days of being able to retain employees with promises of pensions and employment for life are long gone. Rethinking retention today requires organizations to create a compelling user experience for their people and to ensure that every interaction and touch point is viewed as an opportunity to retain talent.

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