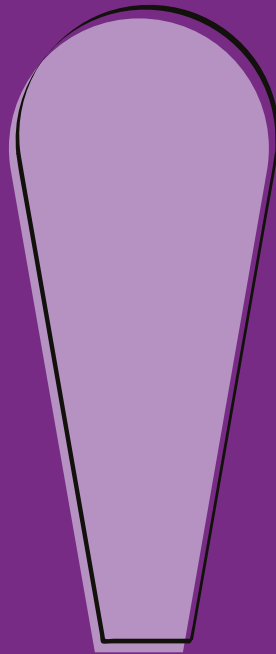


Onboarding:

The global problem
businesses can no longer
afford to ignore



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What's the biggest issue in the world of HR?



What's the biggest issue in the world of HR?

Despite spending millions each year to hire people, companies around the world are failing to transform quality talent into effective and engaged employees.

The latest research from webonboarding shows that this is a huge global issue.

When a business makes a job offer, a lot can happen in the time between the employee accepting and starting a new role. Onboarding, as this period of time is known, is critical for integrating a new employee into a business. Yet it often gets overlooked. This is the onboarding gap.

Across the world, companies are inadvertently neglecting or mismanaging the process of onboarding. This stage, between recruitment and starting a new role, is crucial when creating a good first impression and developing capable and engaged employees.

Long term, flaws in onboarding will have a detrimental impact on all businesses globally, as employees are not motivated to deliver their best quality performance and seek to leave before they can have a positive effect.



In a global survey of 4,000 office workers from the UK, USA, Australia and New Zealand, almost four in ten (39%) of those polled admitted they have had a problem or issue during the onboarding process or when starting a new job.

It's shocking to realise that almost half the people who responded to the survey said they encountered difficulties when starting or preparing to start a role in a new company.

These statistics show that it's an issue that affects businesses and employees across the globe.

For the purpose of this report onboarding is the process of helping a new starter integrate into a business, starting from the moment a job offer is made and continuing through to their start date and induction period. It looks at employee onboarding as a global issue, examining what it means for businesses around the world and presents solutions to help companies address this challenge.

The global onboarding problem



The global onboarding problem

Poor onboarding isn't okay

Onboarding is a critical period for businesses to engage with a new starter, and for both sides to exchange important information. It's a time when employees are making their first impressions of your business and deciding whether or not they've made the right decision to come and work for your company.

Yet, particularly in comparison with recruitment, onboarding is at best overlooked, and at worst, neglected altogether.

Engaging and nurturing a new employee is essential to help them settle in within the first few weeks and become well integrated into your organization.



Employee 'drop out' - the global picture



Businesses around the world face increasing recruitment costs, as employees drop out during the onboarding process.

Just as businesses think they have solved their problem of filling a position, they find they have to start recruitment again because they fail to convert job offers into actual employees.

In the global survey, 15% of the office workers polled said that they have turned down a job offer due to the problems or issues that they faced during the onboarding process.

This was closely followed by:

- **10% left the job after only a few days**
- **9% left the job within months of starting**

No one wants to spend weeks assessing and interviewing candidates, to choose the perfect person and have them turn down the role, or start work only to leave within a few weeks or months.

When you consider the cost of recruitment, including time and resources, this kind of scenario doesn't offer a great experience for candidates, HR and recruitment professionals, or your business.

Longer term, onboarding problems can lead to difficulty in attracting and retaining new talent and loss of reputation as good employers.

“ Onboarding starts from the moment the role has been offered.

First day problems



60%

said they experienced problems or issues on the first day of their job.

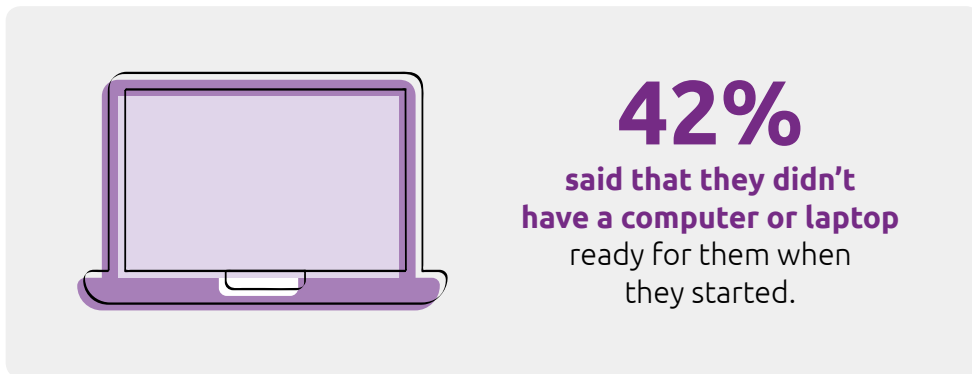
First impressions are powerful and hard to shake. Yet when employees around the world start a new role in a new company, their hope and optimism is often dashed the moment they walk through the door.

The majority (60%) of those polled who experienced problems or issues during the onboarding process, said that this happened on the first day of their job.

The current state of onboarding

It's clear from the results of the survey that businesses around the world encounter problems as they seek to take successful candidates through to becoming new employees.

The most common onboarding issue across the globe



This was closely followed by:

- **I wasn't given full training, just little bits here and there (37%)**
- **There wasn't a suitable induction (28%)**
- **I didn't have a desk ready for me when I started (26%)**

Organizations that fail to provide basic equipment and training create a poor impression on new employees.

Lack of guidelines and policies

Onboarding is often neglected and overlooked by global businesses. More than a third of global businesses are missing guidelines or policies for onboarding new starters.



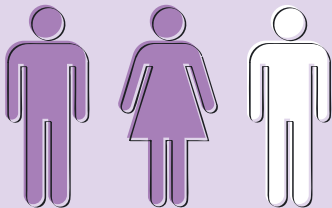
More than a third

(38%) of global businesses don't have an induction policy or guidelines for onboarding new starters.



62%

of companies do have onboarding policies and guidelines, but most could do better.

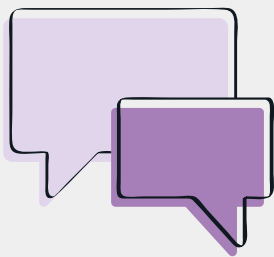


Nearly two thirds (65%)

think that the onboarding process and induction of new employees could be improved.

Why are businesses failing to address onboarding issues?

Although employees were happy to talk about the issues they had encountered during the onboarding process for this survey, it seems they are less willing to discuss them in the workplace.



Almost nine in ten (88%)
of respondents admitted they
**have not made a complaint about
the onboarding process** or the early
days with a company.

There may be an understandable unwillingness from new employees to risk being seen as someone who always complains. But until companies know about problems with the way they onboard new starters, they are unlikely to make changes.

Encouraging honest and open feedback on your onboarding and induction process is the first step in evaluating how you can improve the experience.

Solutions



Step one



Step two



Step three

How can your business solve its onboarding issues?

A well-planned onboarding process can help new employees make a smooth and comfortable transition into your company. The first step is to look at what processes you have in place already, if any:

- **Review what works well and what needs to be improved**
- **Put yourself in the onboardee's shoes – what is the experience like for them?**
- **Decide who is responsible and who needs to be involved.**

Finding out what works well and what could be better will help you refine and develop an effective onboarding plan that works well for both onboardees and your business.

How technology can help manage onboarding

Getting new employees onboard can put pressure on resources in any business, particularly if you're regularly introducing a large number of employees. Technology can be used to help companies manage the onboarding process more efficiently and effectively.

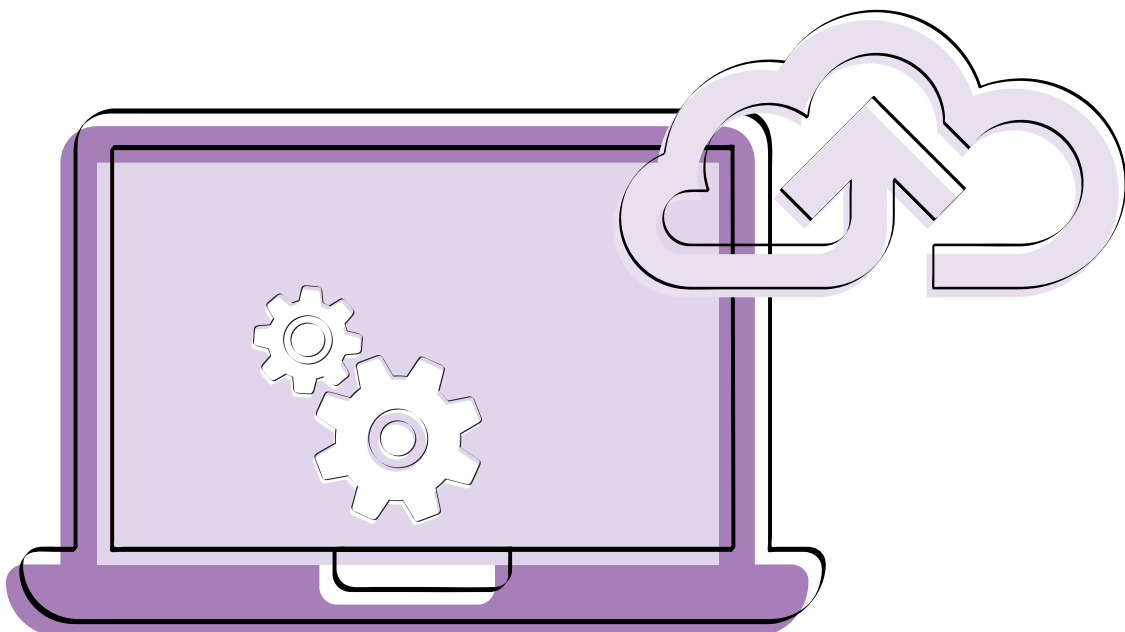
For example, it's possible to improve processes by applying standard templates to onboarding communications such as offer letters and contracts to ensure that you can get new employees onboard quickly at scale. This also eliminates mistakes in the process and helps support bulk management of tasks.

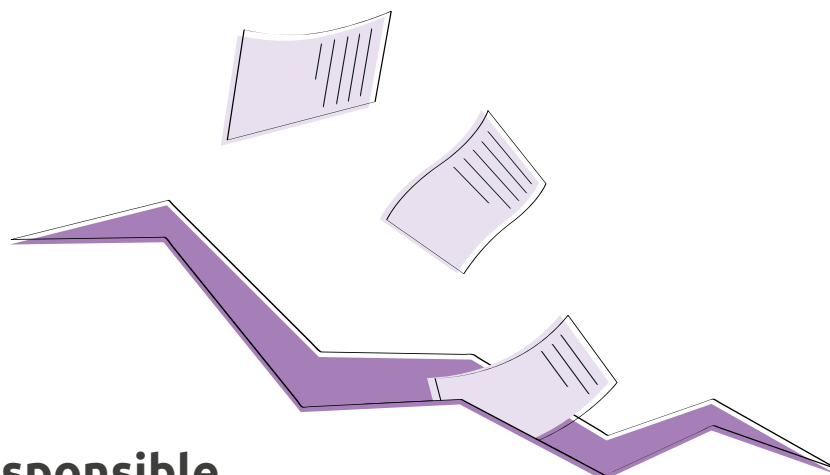
Webonboarding is a cloud based solution for managing employee onboarding in an effective and streamlined way. Removing the manual process and the paper trail, it reduces the hidden cost of recruitment and maintains the human touch.

Onboarding technology can help businesses:

- **Save the HR team time and resources – issue contracts in an accurate and timely manner**
- **Reduce the time it takes for a new employee to start working effectively by ensuring they have the right tools, training and support.**

Introducing technology such as webonboarding can help your business define the optimum onboarding process and track all the tasks involved from offer to employment. It is a smart move to ensure that nothing gets missed along the way.

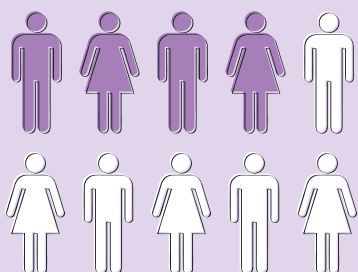




Defining who is responsible

One of the problems with onboarding is that responsibilities can be shared between recruitment, HR departments and the hiring manager, with no one being really clear about what they need to do and when. Onboarding can often fall through the cracks. Using technology to manage it can help eliminate that. Plus, technology can help define the onboarding process and workflow, identifying what needs to be done and by whom. Everyone, including the potential new employee, can be kept up to date on the process and see what they need to do.

Making a good first impression



Almost four in ten (38%) said that early or first day problems through the onboarding process **left them feeling like they had joined an unprofessional company.**

How do you want the best and brightest talent to view your company when they come knocking at your door? Does your recruitment, hiring and onboarding process reflect the values and culture of your business? Or is there a disconnect between them?

Good employees are hard won. This global survey shows there’s a danger of losing them and disappearing into the onboarding gap. In the lost period between a job being offered and starting work, onboardees often experience poor or no contact at all with the company they’re joining.

Bridging that gap, with a robust onboarding process, can help make the move from recruitment to employment a seamless and positive experience, for both the employee and the hiring organization.

The more clearly you communicate why you want people to join your business and how much you value their contribution, the more likely people are to feel engaged and to give their best as employees.

Gather feedback

As you introduce new employees to your business, use the opportunity to gather regular and timely feedback.

It's too late to find out after six weeks, that something went wrong on their first day, especially if it's something that could easily be fixed.

Global findings



Onboarding - the global picture

This section presents key findings from the global onboarding survey and compares and contrasts results from the following countries UK, USA, Australia and New Zealand.

The % of employees who had a problem or issue during the onboarding process - either between the offer and them accepting or when they actually started.

Australia	USA	New Zealand	UK
44%	41%	37%	34%

An average of 39% of employees encountered problems, between the offer being made and their acceptance or when they actually started.

Why is this happening?

The global survey highlights some basic issues with the onboarding process and how employees are given a poor experience. These are simple issues that shouldn't really happen, and should be easy to fix. Solving these is a quick win to improving the onboarding process.

The most common problem - no computer or laptop ready on arrival

Australia	USA	New Zealand	UK
41%	43%	48%	36%



Employees in New Zealand were least likely to have a computer or laptop ready for them to start, with almost half lacking this equipment.

The % of employees who have turned down a job offer due to the problems or issues that they faced during the onboarding process

Australia	USA	New Zealand	UK
15%	18%	13%	14%

Companies in the USA are at the highest risk of potential employees turning down a job offer due to a poor onboarding experience.

In the UK, over a fifth (22%) of employees who have experienced problems or issues during the onboarding process **said they have accepted a job but then changed their mind before they actually started.**

Onboarding should start the moment a role has been offered. Between that moment and the employee starting work, there are many factors in the onboarding process that could lead to a company failing to transform great quality talent into effective and engaged employees.

It’s clear that businesses across the world risk losing a significant percentage of employees and increasing recruitment costs due to poor onboarding processes.

The % of employees who could have settled into their new roles more quickly

	Australia	USA	New Zealand	UK
Would have settled into their new role much more quickly had there been a better process, and fewer problems during onboarding	78%	86%	77%	71%
Average time it took to feel settled and happy after starting in their current job.	4 months	4 months	4 months	5 months

Across the world, office workers agreed that they would have settled into their new role much more quickly had there been a better process, and fewer problems during onboarding. UK workers reported on average taking a month longer to settle into their roles.

How employees feel about a poor onboarding experience

Australia	USA	New Zealand	UK
40% felt like they had joined an unprofessional company.	41% felt like they had joined an unprofessional company.	41% felt like they had joined an unprofessional company.	32% said early or first day problems left them feeling unwelcome.

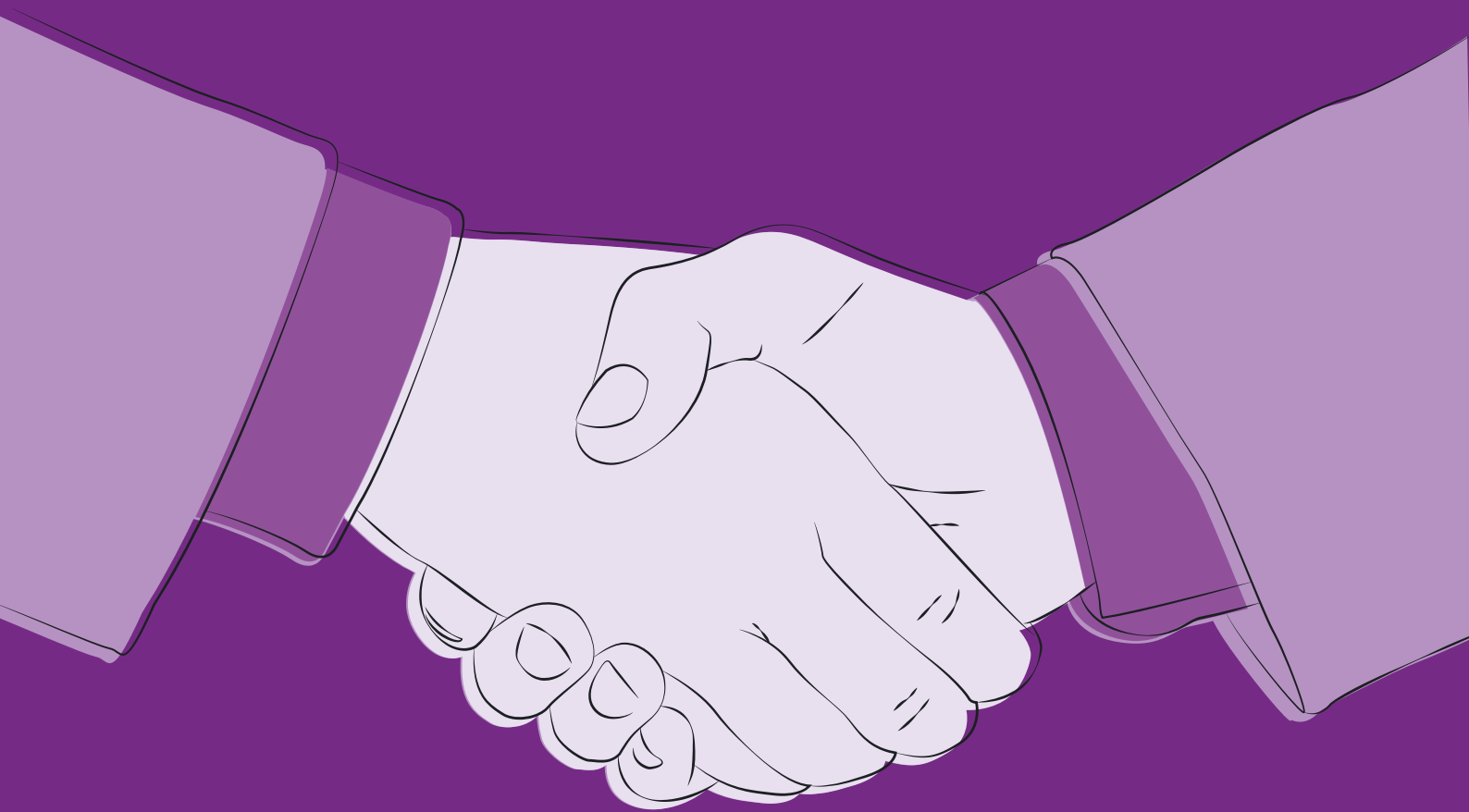
Businesses that fail to inspire and engage employees early on can lose talent before they see a return on their investment.

The % of employees providing feedback about the onboarding process

Most likely to complain			Least likely to complain
USA	Australia	New Zealand	UK
16% have made a complaint about the onboarding process or their early days with a company.	13% have made a complaint about the onboarding process or their early days with a company.	12% have made a complaint about the onboarding process or their early days with a company.	7% have made a complaint about the onboarding process or their early days with a company.
84% have not made a complaint about the onboarding process or the early days with a company.	87% have not made a complaint about the onboarding process or their early days with a company.	88% have not made a complaint about the onboarding process or the early days with a company.	93% have not made a complaint about the onboarding process or the early days with a company.

Globally, there is a reluctance for employees to complain about a poor onboarding experience, which makes it difficult for companies to realise there’s something wrong.

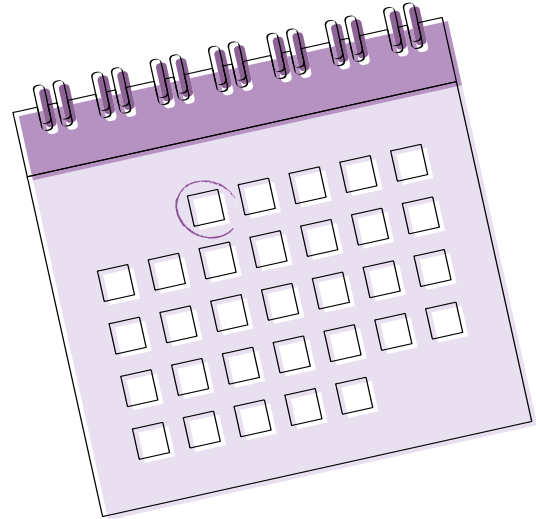
Summary



Summary

This survey has highlighted that employee onboarding is a global issue. With almost four out of ten employees worldwide saying they had problems when starting a new job, it's clearly something that businesses across the world can't afford to ignore.

Good employees are hard won and with increasing competition to attract and retain the best talent across the globe, companies with effective and engaging onboarding processes will be the winners.



For too long, business have overlooked and undervalued the onboarding process. If your new starters turn up to find there's no desk, no computer and no training, what does that say about your organization?

It isn't acceptable that people turn up for their first day at work to find the company that's employing them isn't organized enough to ensure the basic tools they need to do their job are in place.

But a positive and professional onboarding experience involves more than just having the right resources in place. It involves clear, timely and accurate communications; engaging with onboardees from the moment the offer is made and everyone understanding their part in the process.

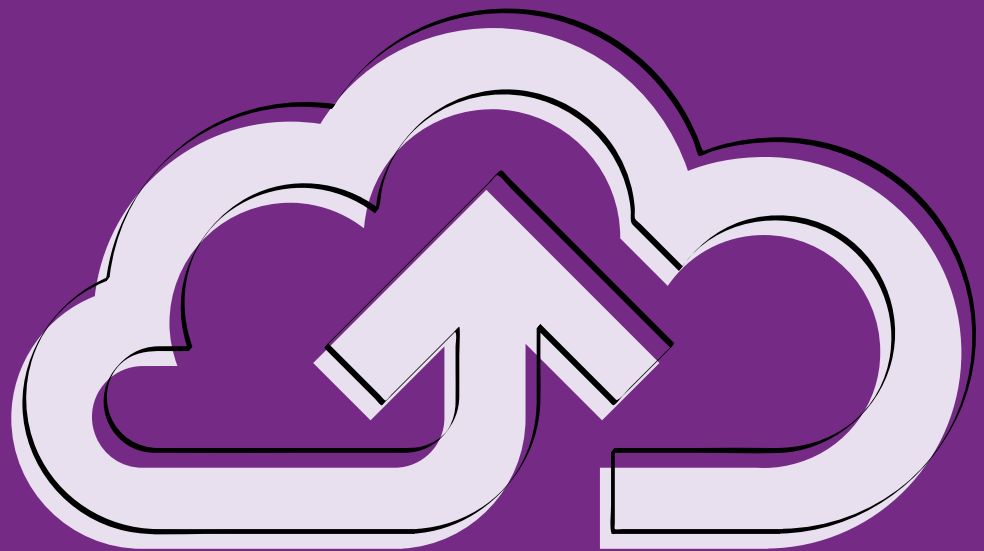
Creating a positive, professional impression right from the start helps engage employees and encourages them to work hard for your company.

Finding out what works well and what could be better from an onboardee's point of view will help you refine and develop an effective onboarding process. So make time to encourage honest and open feedback from your new starters during their early days with your business.

A focus on employee onboarding with robust plans, accountability and procedures can really transform the onboarding process. Introducing technology can help you streamline and manage onboarding effectively, so that your business succeeds in turning great quality talent into effective and engaged employees, while saving money on your bottom line.

Isn't it time to give your onboardees a professional welcome?

About webonboarding



About webonboarding

Webonboarding is a global cloud solution designed to help businesses manage the process of employee onboarding, taking the best candidates from job offer to effective employees.

By automating many of the tasks involved, it enables you to onboard new starters in a professional and streamlined way.

By removing the paperwork and automating manual processes, it reduces the pressure on costs and resources in your business and eliminates errors. It helps ensure that you and your onboardees have all the information needed to get off to the best start.

Survey information

Total number of respondents 4000 office workers with at least 2 employees (UK, USA, Australia and New Zealand).

Survey conducted on www.onepoll.com in July 2017 for webonboarding.

Next steps

Find out more about webonboarding at
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