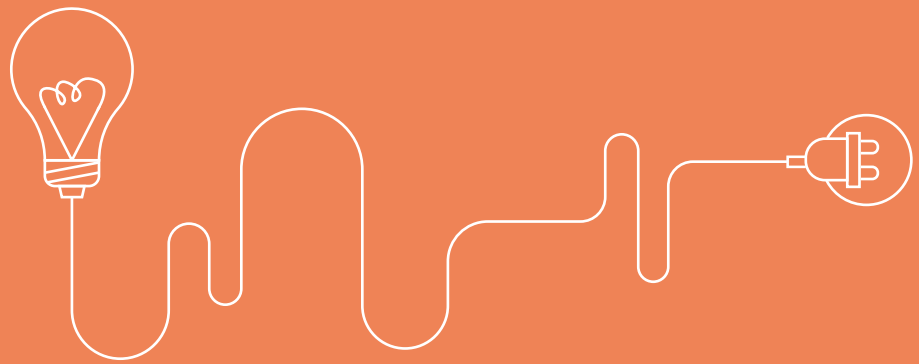





Employee Engagement





Employee engagement is more than just a measurement of how content employees are with their job, department, company, income, or benefits. It is their level of emotional connection, involvement, and commitment to their organization.

When employees are seen and heard, their commitment to their jobs grows. When they feel appreciated and respected their commitment and dedication to their coworkers and companies deepens. This, in turn, increases employee retention, performance, and productivity.



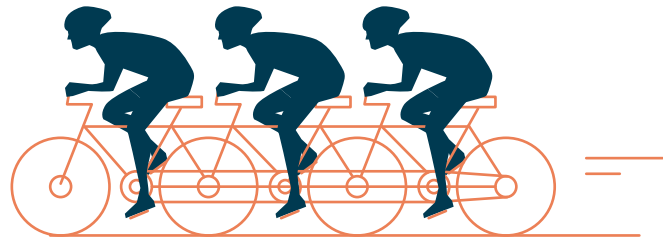
Employee engagement is not just another buzzword. It is part and parcel to building a positive workplace culture. The character of an organization — as defined by its values, attitudes, and beliefs — impacts employee engagement. Conversely, the goal of improving employee engagement should inform companies' planning as they develop and implement their unique culture.

The numbers are staggering. Gallup's State of the American Workplace report recently found that 51% of workers are not engaged and 16% are actively disengaged.¹ Meanwhile, when comparing high-engagement to low-engagement companies over a three-year period, Towers Perrin-ISR found a correlation between low engagement and a decrease in net profit margin.² As research supports time and time again, companies suffer when employee engagement is low.

What can companies and HR departments do to improve employee engagement? They need to start by creating a culture of engagement. HR technologies can help companies create, manage, and inspire their workforce. The global human resource management (HRM) market is projected to reach \$30 billion³ by 2025. These innovative HR solutions such as employee engagement, recruiting, talent management, and workforce analytics are continually being developed and updated.

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1. [State of the American Workforce \(Gallup, February 2017\)](#)
 2. [Engaged Employees Drive the Bottom Line \(Towers Perrin-ISR\)](#)
 3. [Human Resource Management \(HRM\) Market Size, Share & Trend Analysis Report by Software, by Service, by Deployment \(Hosted, On-premise\), by Enterprise Size \(Large Enterprise, SMEs\) by End Use, and Segment Forecasts, 2018 - 2025 \(Grand View Research, 2018\)](#)

Creating a Culture of Engagement



A culture of engagement begins with the business mission statement, is defined in the employee handbook, and comes to life through program and process implementation. HR departments, teams, and personnel oversee and deliver comprehensive employee engagement programs that run the gamut from recruiting through offboarding. Continual training and education, career development, and employee recognition, as well as creating programs around topics such as wellness — physical, mental, and financial — are just a few of the engagement solutions available today.

When creating a workplace culture, companies need to consider their “target audience.” Today, this audience is everyone. And that means everyone. Although millennials are the largest generation in the U.S. workforce⁴ — as of 2017, they made up a third of the U.S. workforce — there are also (almost as many) Gen Xers, as well as boomers, post-millennials, and the silent generations to consider. But these generational nuances are just a jumping-off point.

Creating inclusive engagement initiatives for an increasingly diversifying workforce is essential. Long gone are the days when the HR department, then known simply as “personnel,” focused solely on records, pay, and grievances. From nursing mothers seeking lactation rooms to the sandwich generations caring for their children and aging parents — companies need to provide the necessary amenities and support.

But family-based solutions alone are still not enough. Companies also need to focus on fostering inclusive environments for female-identifying and non-binary individuals⁵, creating safe and respectful work environments⁶, and providing financial wellness solutions for employees dealing with crippling student loan debt⁷, to name a few. All of these solutions stem from an intentionally designed culture of engagement.

We all understand that the bottom line benefits from a diverse workforce. To recruit and retain an inclusive, diverse, and engaged workforce — in which all workers can be their best and most whole selves — companies need to grow their cultures to create and promote engagement for all.

4. [Millennials are the Largest Generation in the U.S. Labor Force \(Pew Research Center, 2018\)](#)
5. [Workplaces Need to Prepare for the Non-Binary Future \(Allen, Daily Beast, 2018\)](#)
6. [On Creating Safe and Respectful Workplaces, 43% Say Women Are Better Than Men \(Ang, Human Resources, 2018\)](#)
7. [Think Student Loans Are Bad Now? Just Wait. \(Griffin, Panja, and D’Alessio, BenefitsPRO, 2018\)](#)

Key Findings

66%

of HR employees believe that employee engagement has increased over the past year, yet

Only 34%

of non-HR employees surveyed feel more engaged than they were twelve months ago.



57%

of HR employees strongly agree that employee engagement initiatives will help their company retain productive staff, yet

Only 19%

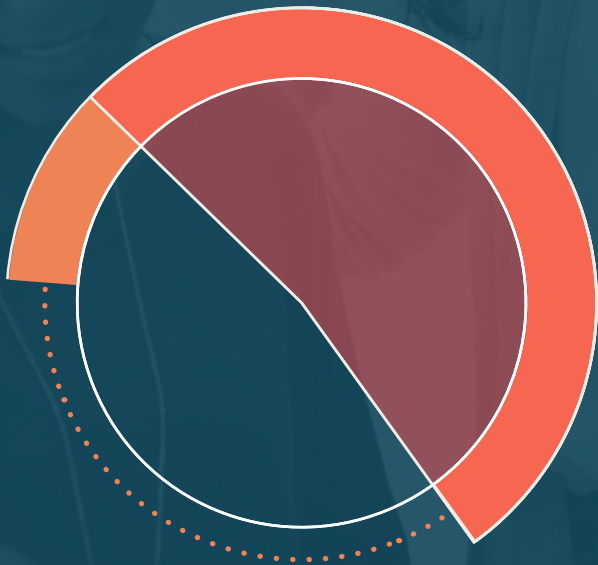
of general employees strongly agree.



Key Findings

32%

of the non-HR employee surveyed believe that their companies **do not invest in their engagement.**



Over the next 12 months

64%

of HR employees expect their spending on employee engagement technologies to increase (or significantly increase)

and

53%

plan on **implementing employee engagement** solutions.

Only 23%

of the non-HR employees surveyed **are confident that they know what employee engagement** solutions are.

Creating a Culture of Engagement/ Key Findings

Fewer than **40%**

of HR personnel currently **provide corporate wellness solutions** at their company.



51%

of non-HR employees think that onboarding **has no impact on their engagement** while

51%

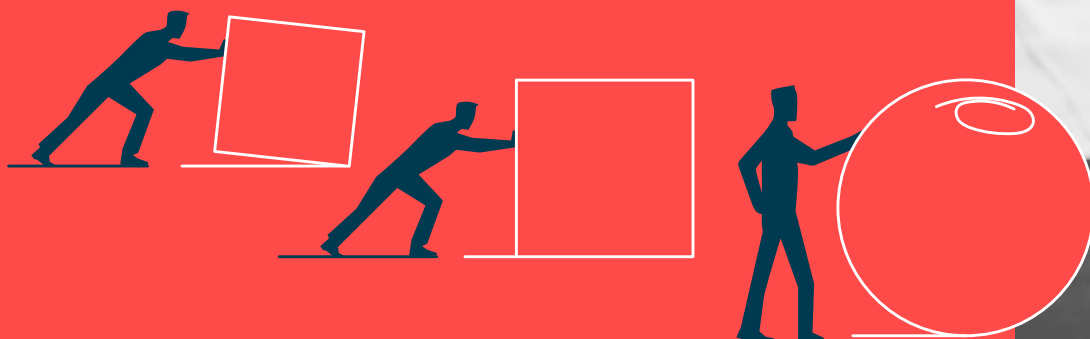
of HR employees believe that onboarding is **very important** for engagement.

Results Summary

HR and non-HR employees view employee engagement differently. The majority of HR employees claim that their organizations believe employee engagement initiatives are very important. They have either already implemented employee engagement solutions or plan to implement them soon.

Meanwhile, non-HR employees don't feel as engaged as their HR-based counterparts believe they are. We've assessed the factors that they associate with engagement, the types of engagement initiatives their companies employ, and the solutions they are familiar with and believe work best.

Many respondents sense that employee engagement is important for a thriving company culture, but there is a disconnect between whether employees are engaged and what the solutions may be. HR professionals claim to provide engagement initiatives, but they might be failing to communicate the value of these solutions and how employees can best utilize them.



Whom did we survey?

33% HR Employees

67% non-HR Employees



Whom did we survey?

Figure 1 / Job Titles of HR and Non-HR Employees Surveyed

(N=400)

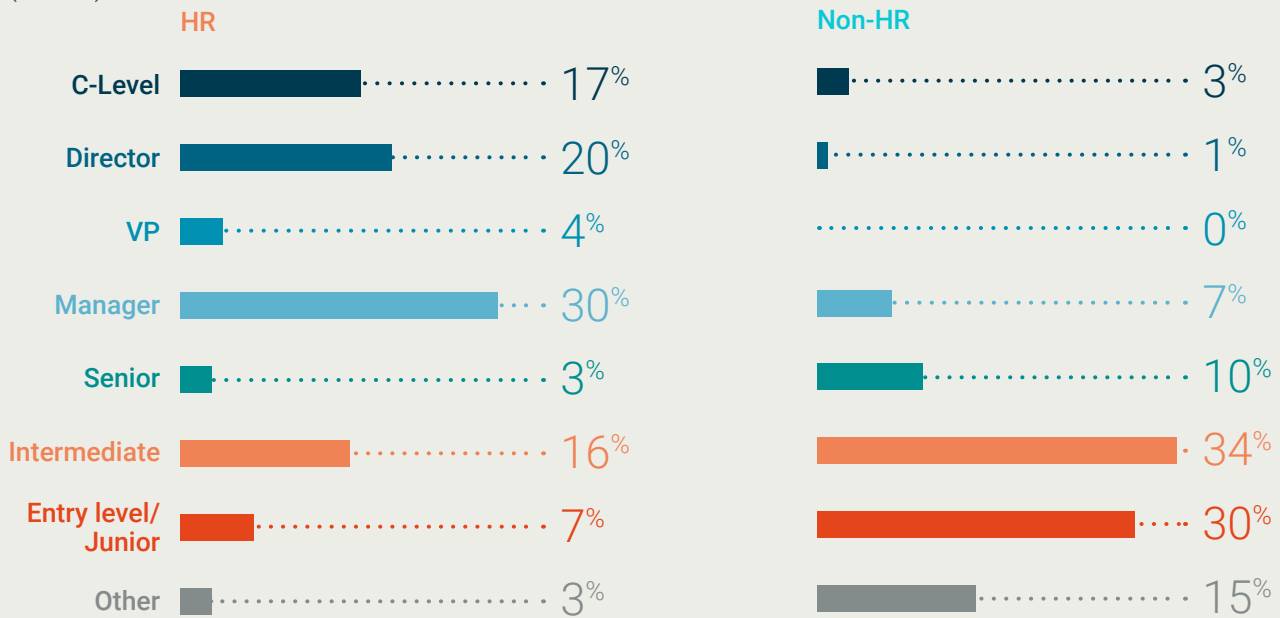


Figure 2 / Age Representation of HR and Non-HR Employees Surveyed

(N=400)

Employee Age	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61+
HR	8%	13%	21%	24%	11%	10%	8%	2%	3%
Non-HR	12%	11%	10%	12%	11%	15%	10%	8%	11%



Results: Understanding Employee Engagement

The State of Employee Engagement Initiatives

To get to the heart of employee engagement, we asked HR respondents to tell us about their current plans for implementing employee engagement software. We asked them about a variety of engagement solutions including team collaboration, corporate wellness, employee recognition, training and education, employee engagement, career management, performance management, onboarding, and employee feedback.

78% of HR employees have already implemented or plan to implement employee recognition solutions as part of employee engagement initiatives. Strikingly, only

40% of HR employees already provide employee engagement solutions and **6%** don't know if they will implement these solutions at all. Furthermore,

38% HR employees have already implemented corporate wellness, and almost an equal amount plan to implement this solution soon.

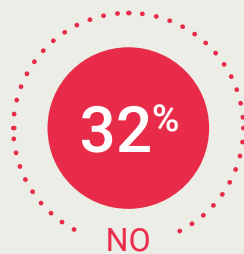
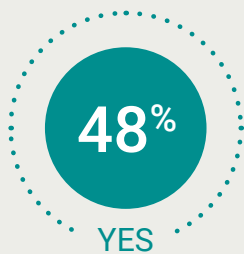
Meanwhile, we asked non-HR employees if they think their company is investing in their engagement. Although close to 75% of HR employees have already implemented or plan on implementing a variety of employee engagement solutions, only 48% of non-HR employees believe their company invests in their engagement. Here we see the beginning of the disconnect between how HR and non-HR employees view engagement: HR personnel have a plan for engagement in place, yet non-HR employees don't yet feel engaged.



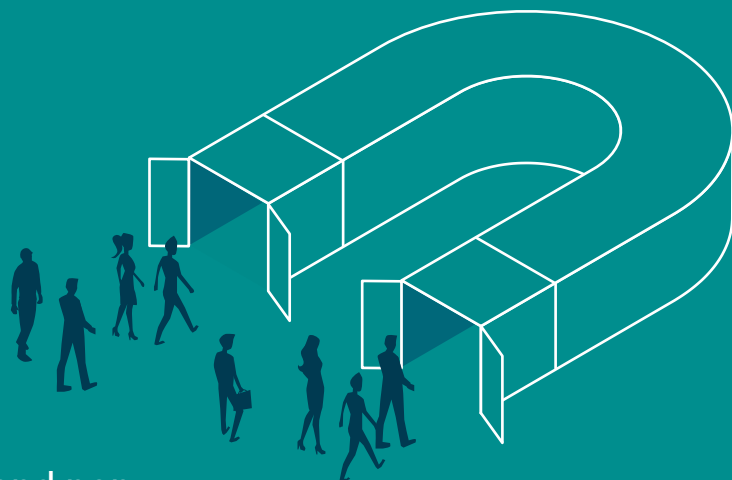
Figure 3 / What Is the State of Employee Engagement Initiatives?
(HR Employees)

	Already Implemented	Plan to Implement	Plan to Implement in the Future	No Plans to Implement	Do Not Know
Team Collaboration	51%	19%	19%	7%	4%
Corporate Wellness	38%	34%	15%	10%	3%
Employee Recognition	57%	21%	16%	4%	2%
Training and Education	56%	20%	16%	7%	1%
Employee Engagement	40%	25%	19%	10%	6%
Career Management	45%	27%	16%	11%	1%
Performance Management	54%	22%	15%	8%	1%
Onboarding	47%	28%	17%	7%	1%
Employee Feedback	46%	31%	15%	7%	1%

Figure 4 / Does Your Company Invest in Employee Engagement?
(Non-HR Employees)



Retention and Engagement

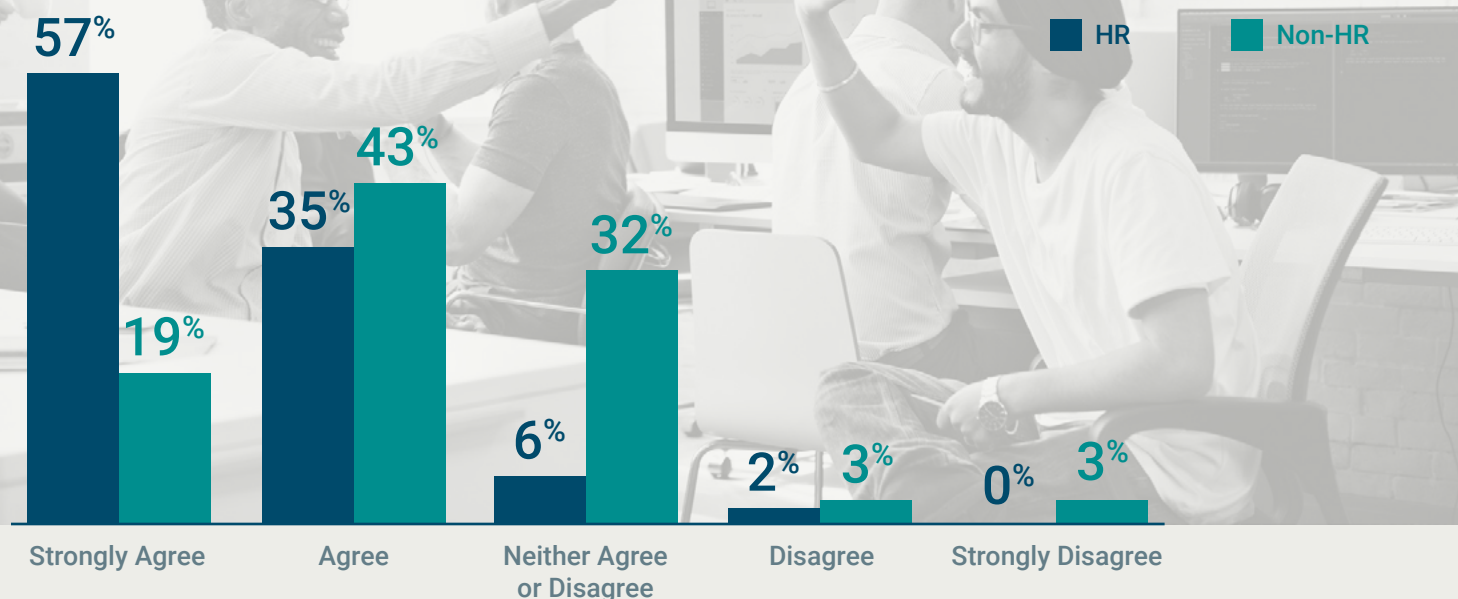


But even more telling is how HR-based and non-HR employees feel about employee engagement initiatives as they relate to retention. When asked if employee engagement initiatives will help their company retain productive staff,

57% of HR employees strongly agree, but only **19%** of non-HR employees strongly agree; **32%** neither agree or disagree.

Over half of the non-HR employees surveyed do not yet understand (perhaps because they haven't experienced) the value of employee engagement as it relates to retention rates.

Figure 5 / Employee Engagement Initiatives Help Companies Improve Retention Rates (HR vs. Non-HR Employees)



Expectations

83% of HR employees think HR software systems can improve employee engagement. Meanwhile, only

30% of non-HR employees believe that employee engagement solutions will improve or are improving engagement in the workplace. And yet

70% of these same non-HR employees surveyed think that providing employees with modern technology to support job requirements can improve employee engagement.

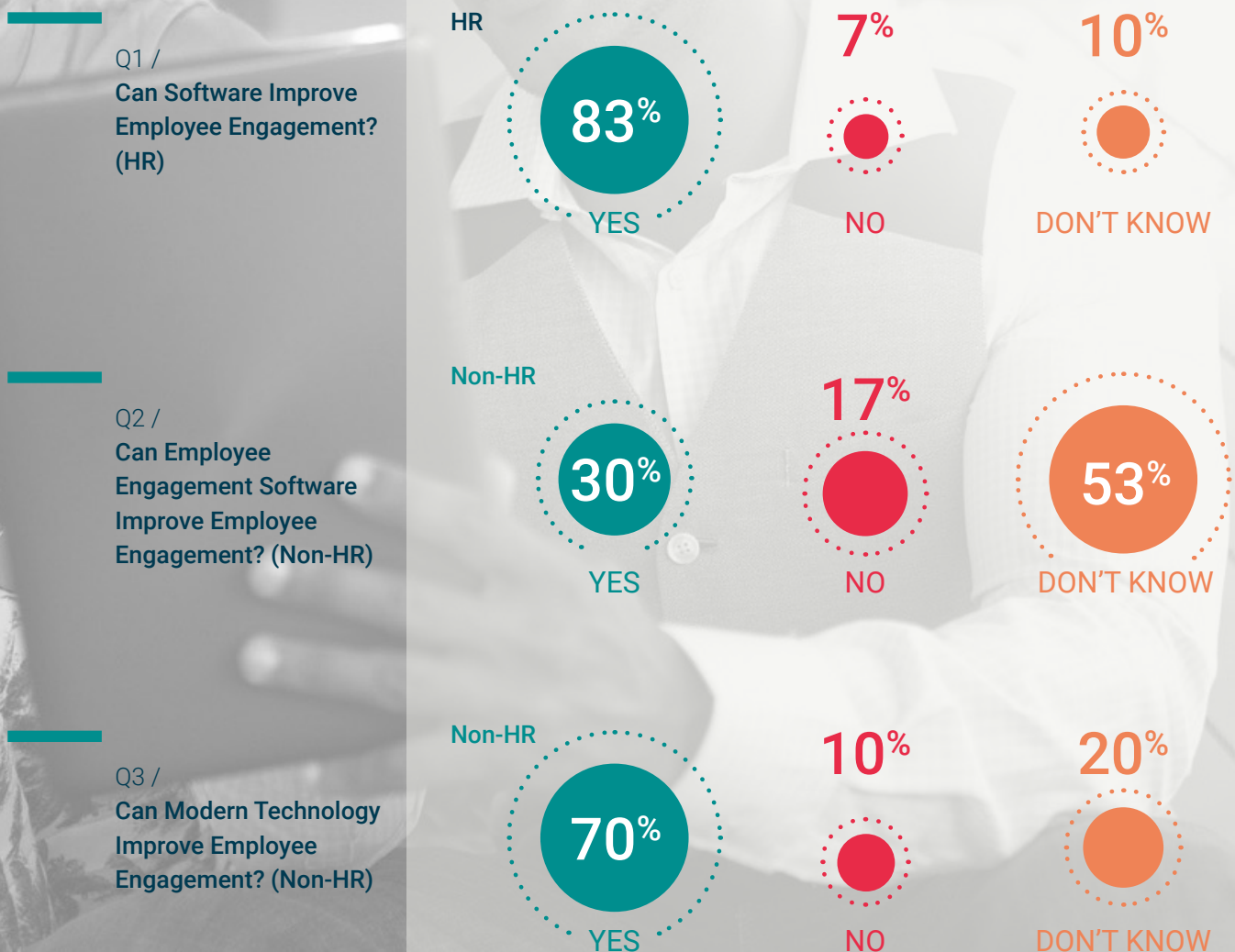
It makes sense that the majority of HR employees believe that HR software can help improve employee engagement. But what about the 40% difference between how non-HR employees view solutions that improve engagement? There is a major disconnect here, and it might be a matter of semantics.

Consider, the differences between the phrasing, “employee engagement solutions” and “modern technology.” Well over half of non-HR employees surveyed believe that *modern technology* to support job requirements can improve employee engagement, yet only a third of non-HR employees believe that *employee engagement solutions* can improve engagement in the workplace. This might be a matter of non-HR employees not understanding what employee engagement solutions are and how they can help.

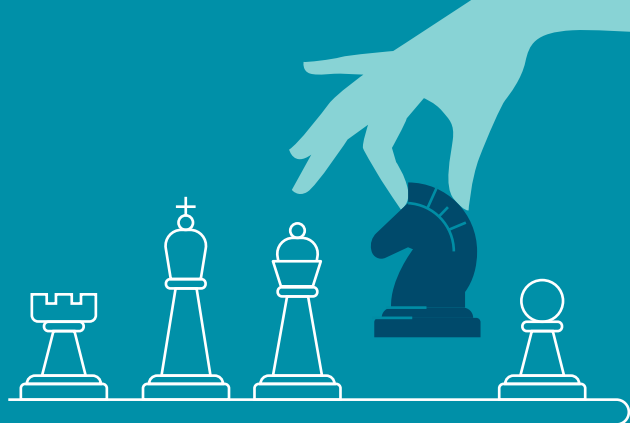


Expectations

Figure 6 /
Employee Engagement Solutions
(HR vs. Non-HR Employees)



Strategic Priority



We want to understand employee engagement as a company-wide strategic priority. Although a resounding

88% of HR employees surveyed claim that employee engagement is a strategic priority for their company, only

43% of non-HR employees believe that it is. In fact, when asked if they understand what employee engagement solutions are, only

23% of the non-HR employees surveyed are confident that they understand these solutions.

It begs the question that if employee engagement is a strategic priority within an organization, do non-HR employees need to understand the technology available to their organization?

Furthermore, does engagement depend upon whether all employees understand how, exactly, engagement is fostered, or do they simply need to experience it?

Figure 7 /
Is Employee Engagement a Strategic Priority for Your Company? (HR vs. Non-HR Employees)

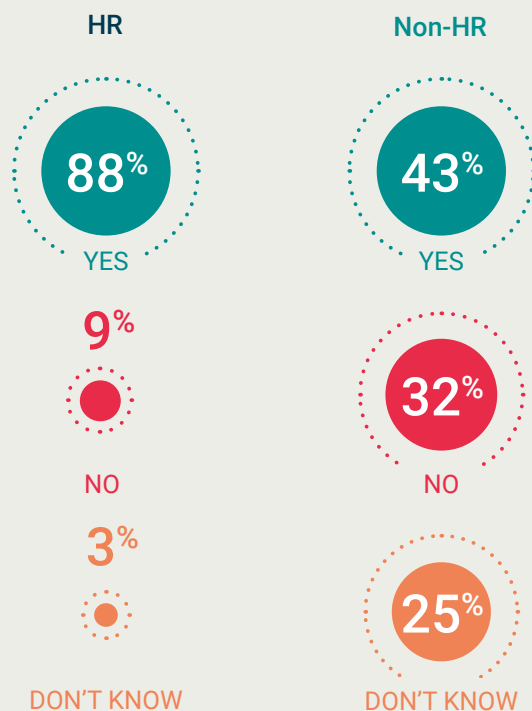
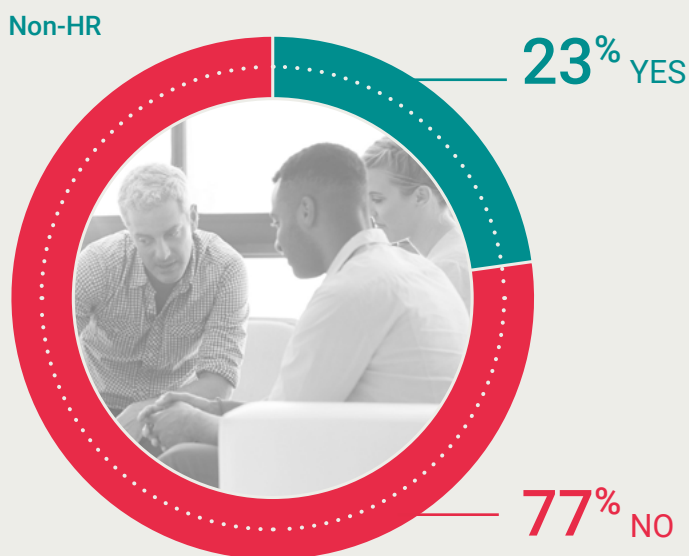


Figure 8 /
Do You Know What Employee Engagement Software Is? (Non-HR Employees)



Strategic Priority

We surveyed HR employees about the specific employee engagement initiatives they provide to their company and staff. Over

70% reported providing employee recognition solutions and over **60%** reported providing ongoing training and education, performance management, and employee engagement. Notably, fewer than

40% of HR personnel currently focus on corporate wellness solutions at their company even though

51% believe they are very important. As physical, mental, and financial health awareness continues to expand, we can anticipate seeing an increase in company-wide sponsored corporate wellness solutions.

Figure 9 / **Employee Engagement Solutions (HR Employees)**

	Provided	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	N/A
Training and Education	66%	57%	35%	5%	1%	0%	2%
Corporate Wellness	39%	51%	27%	13%	5%	1%	3%
Employee Engagement	61%	54%	37%	4%	2%	1%	2%
Career Management	55%	49%	30%	13%	4%	1%	3%
Onboarding	48%	51%	30%	10%	1%	2%	6%
Performance Management	65%	57%	30%	9%	0%	2%	2%
Employee Recognition	74%	53%	35%	8%	2%	1%	1%

Headcount

Investigating how employees feel about headcount can provide insight into how they feel about their place of work. Their perception of headcount is informed by their own level of engagement and the engagement of their peers. A positive level of engagement tends to impact their outlook on new hires and retainment.

57% of HR employees believe that headcount will increase, yet only

30% of non-HR employees think headcount will increase. Meanwhile,

60% of HR employees and

48% of non-HR employees believe that headcount will decrease due to disengaged employees.

Although only

19% of non-HR employees strongly agree that employee engagement will improve retention, almost half of them believe that headcount will decrease as a result of disengaged employees. They may not yet realize the value of “employee engagement” as it pertains to retention, but they certainly understand that disengaged employees will be looking for other opportunities.



Headcount

Figure 10 / Headcount Over the Next 12 Months (HR vs. Non-HR Employees)

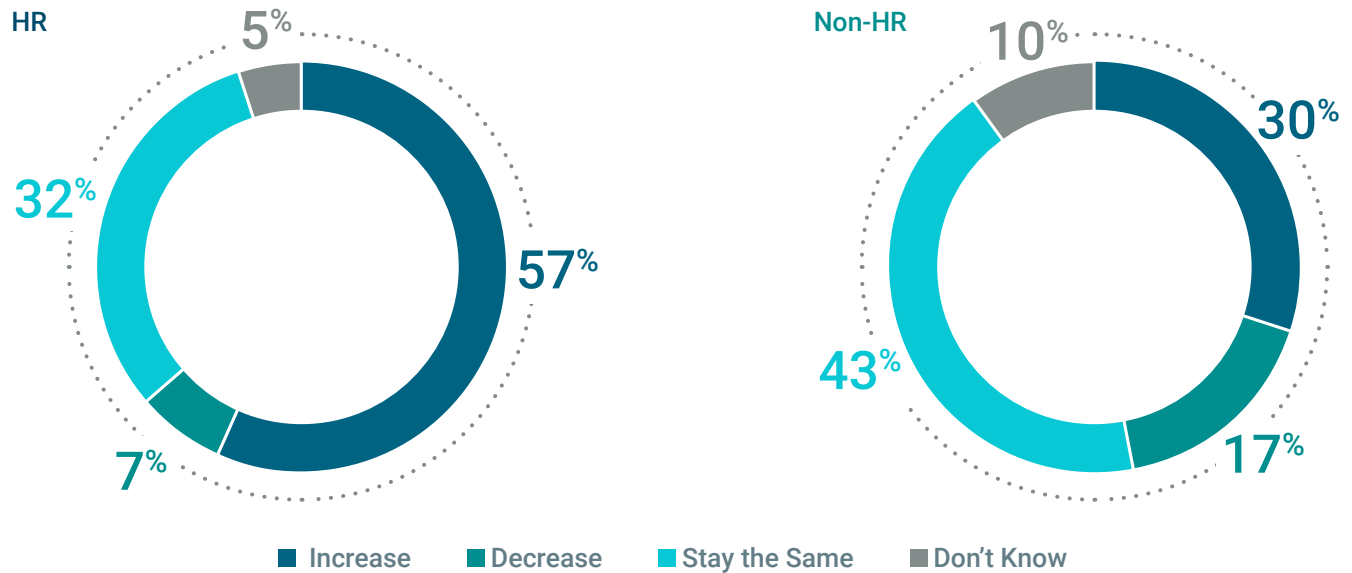
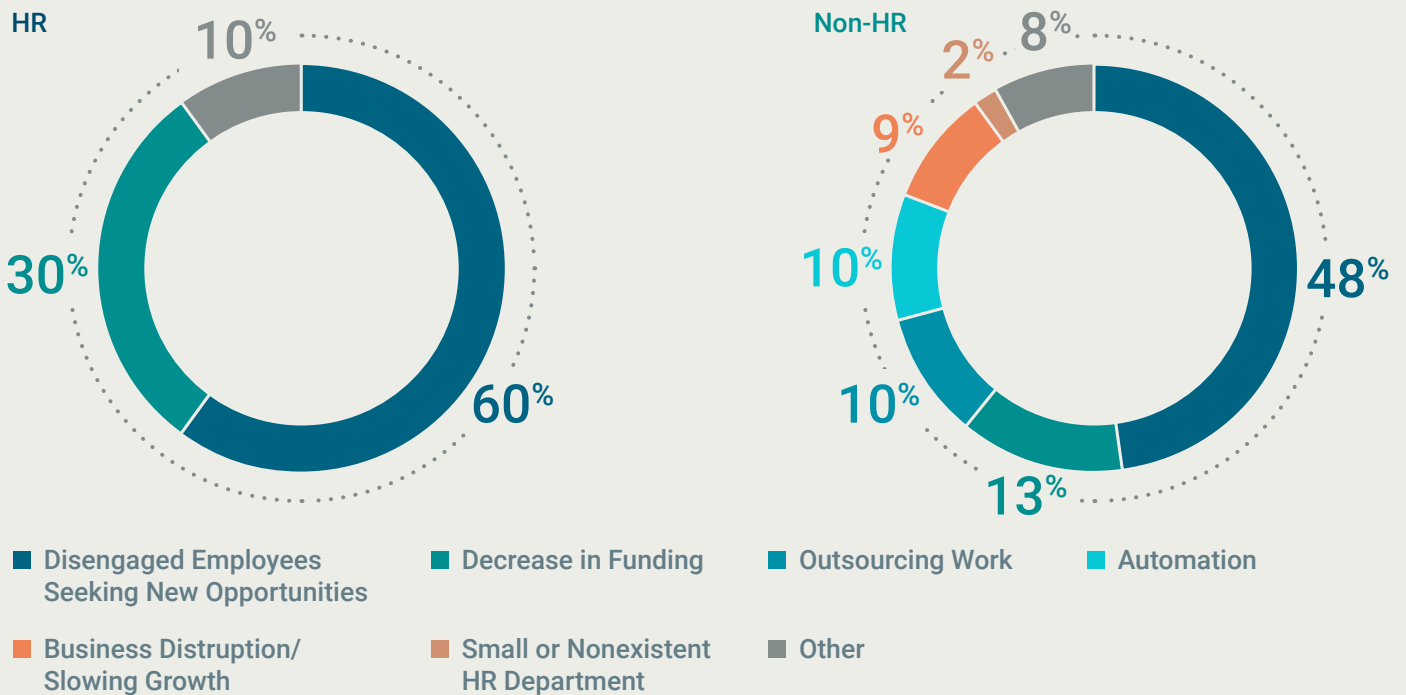


Figure 11 / Why Headcount Will Decrease Over the Next 12 Months (HR vs. Non-HR Employees)



Has Employee Engagement Increased or Decreased?

There is a disconnect between how HR personnel and non-HR employees view employee engagement. When both groups were asked if they are more or less engaged than they were 12 months ago,

66% of HR employees believe that employee engagement has increased. Meanwhile, only **34%** of non-HR employees surveyed feel more engaged than they were over the past year.

If HR and non-HR employees have a vastly different idea about the levels of employee engagement, there must be a disconnect between how they view, experience, define, and metric engagement.

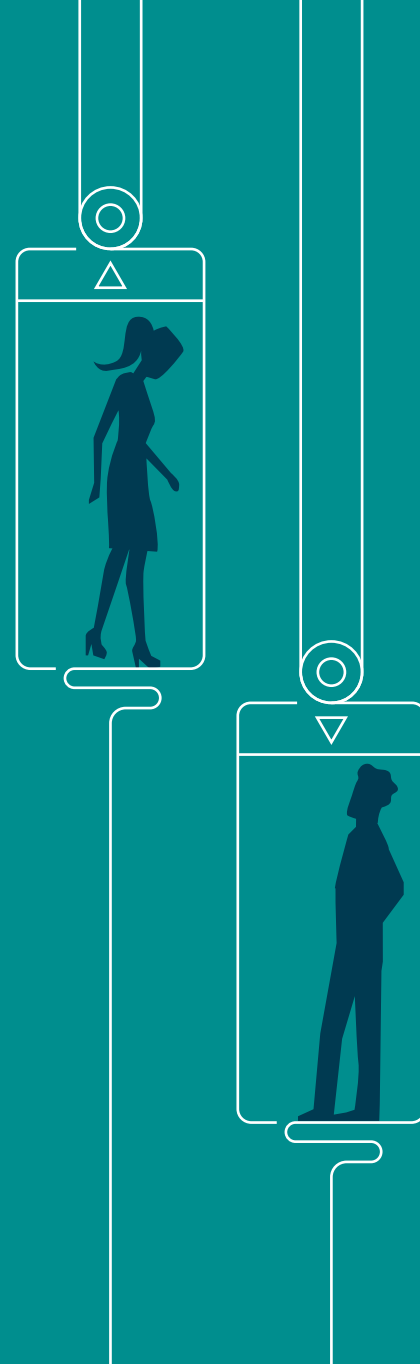
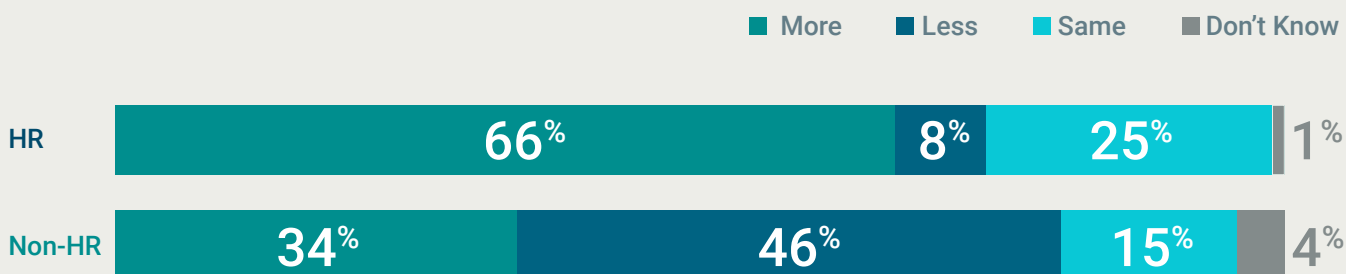


Figure 12 / Are You More or Less Engaged Than You Were 12 Months Ago? (HR vs. Non-HR Employees)

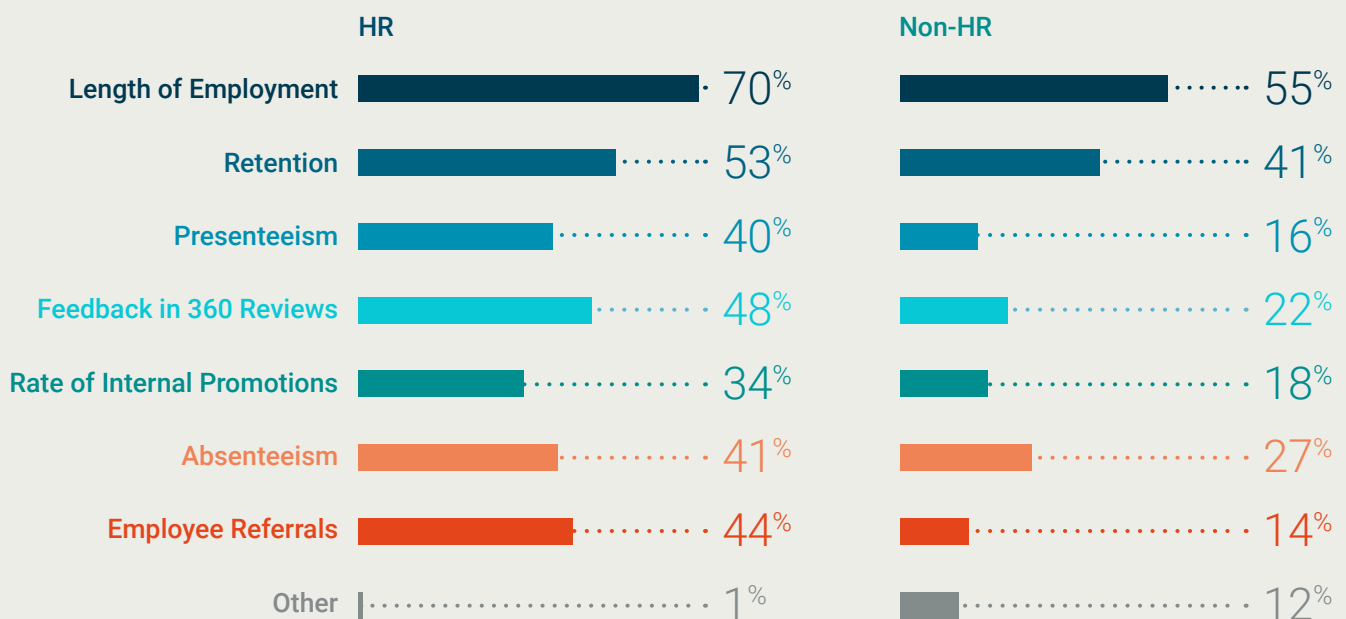


Metrics for Evaluating the Effectiveness of Employee Engagement Programs

When surveyed about the metrics used for evaluating the effectiveness of employee engagement programs, HR and non-HR employees provided similar feedback. Both groups found the length of employment and retention as the most important factors to consider, but the rate at which they believe this varies.

70% of HR employees and **55%** of non-HR employees rely on length of employment, while **53%** of HR and **41%** of non-HR employees think that retention is the second-most important factor to consider. Both groups found the rate of internal promotions and job referrals to be the least helpful metric used for evaluating the effectiveness of employee engagement programs.

Figure 13 / Metrics for Evaluating the Effectiveness of Employee Engagement Programs (HR vs. Non-HR Employees)



Current Impact of Employee Engagement Initiatives

We asked HR personnel and non-HR employees to rate the level of importance they assign to employee engagement initiatives used throughout their organizations.

57% of HR employees rate both training and educational opportunities and performance management as very important. Conversely,

25% of non-HR employees believe that training and educational opportunities have no impact on their engagement at work.

The most stark contrast, however, is that

51% of non-HR employees think that onboarding has no impact on their engagement, while

51% of HR employees think that onboarding is very important.

Engagement begins with the candidate experience during the hiring process and finds its stride during onboarding. This disconnect might be a simple case of onboarding working so seamlessly and effectively that non-HR employees don't understand how onboarding contributes to their engagement; conversely, this could be the stage in the hiring process in which the potential for real engagement is lost.



Current Impact of Employee Engagement Initiatives

Figure 14 / Impact on Employee Engagement
(HR vs. Non-HR Employees)

HR	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	N/A
Training and Education	57%	35%	5%	1%	0%	2%
Corporate Wellness	51%	27%	13%	5%	1%	3%
Employee Engagement	54%	37%	4%	2%	1%	2%
Career Management	49%	30%	13%	4%	1%	3%
Onboarding	51%	30%	10%	1%	2%	6%
Performance Management	57%	30%	9%	0%	2%	2%
Employee Recognition	53%	35%	8%	2%	1%	1%

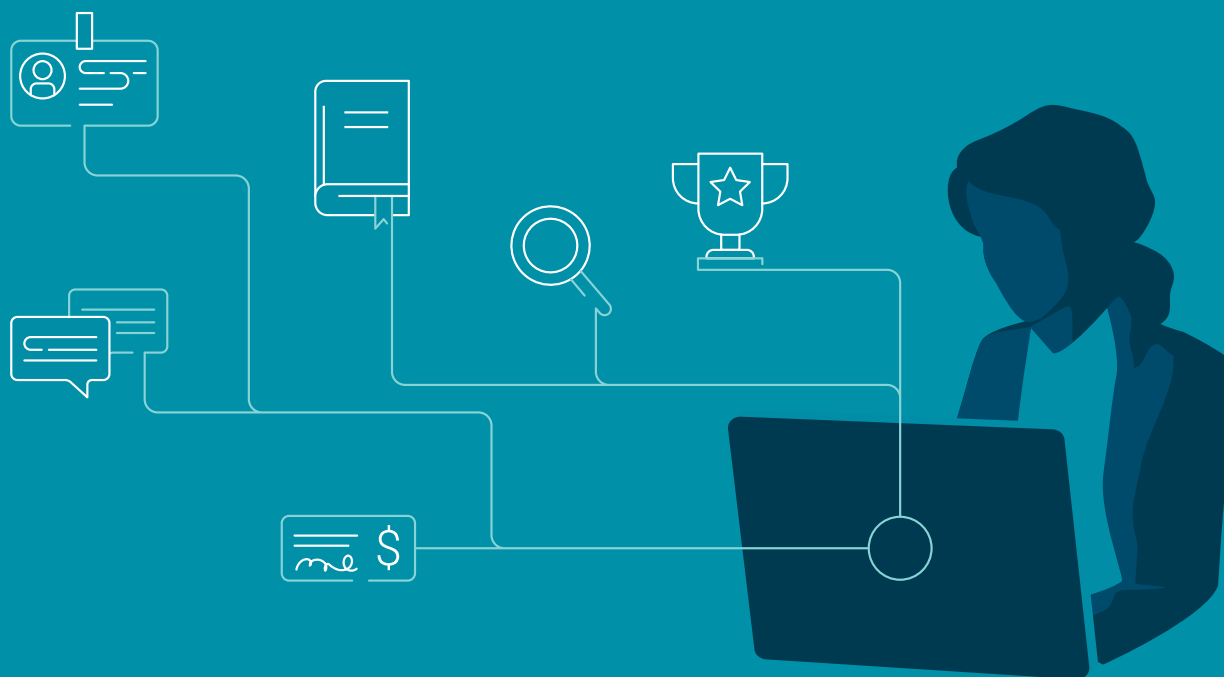
Non-HR	Positive Impact	Somewhat Positive Impact	No Impact	Somewhat Negative Impact	Negative Impact
Training and Education	23%	28%	25%	14%	10%
Corporate Wellness	19%	31%	39%	7%	4%
Employee Engagement	24%	34%	26%	11%	5%
Career Management	25%	30%	30%	9%	6%
Onboarding	17%	24%	51%	5%	3%
Performance Management	26%	37%	27%	6%	4%
Employee Recognition	26%	33%	30%	5%	6%

HR Technologies in Action

We asked both HR personnel and non-HR employees to tell us which HR technologies they currently use in the workplace. Both groups ranked employee recognition as the most-utilized solution. And yet, there is once more a disconnect between how HR personnel and non-HR employees understand employee engagement software.

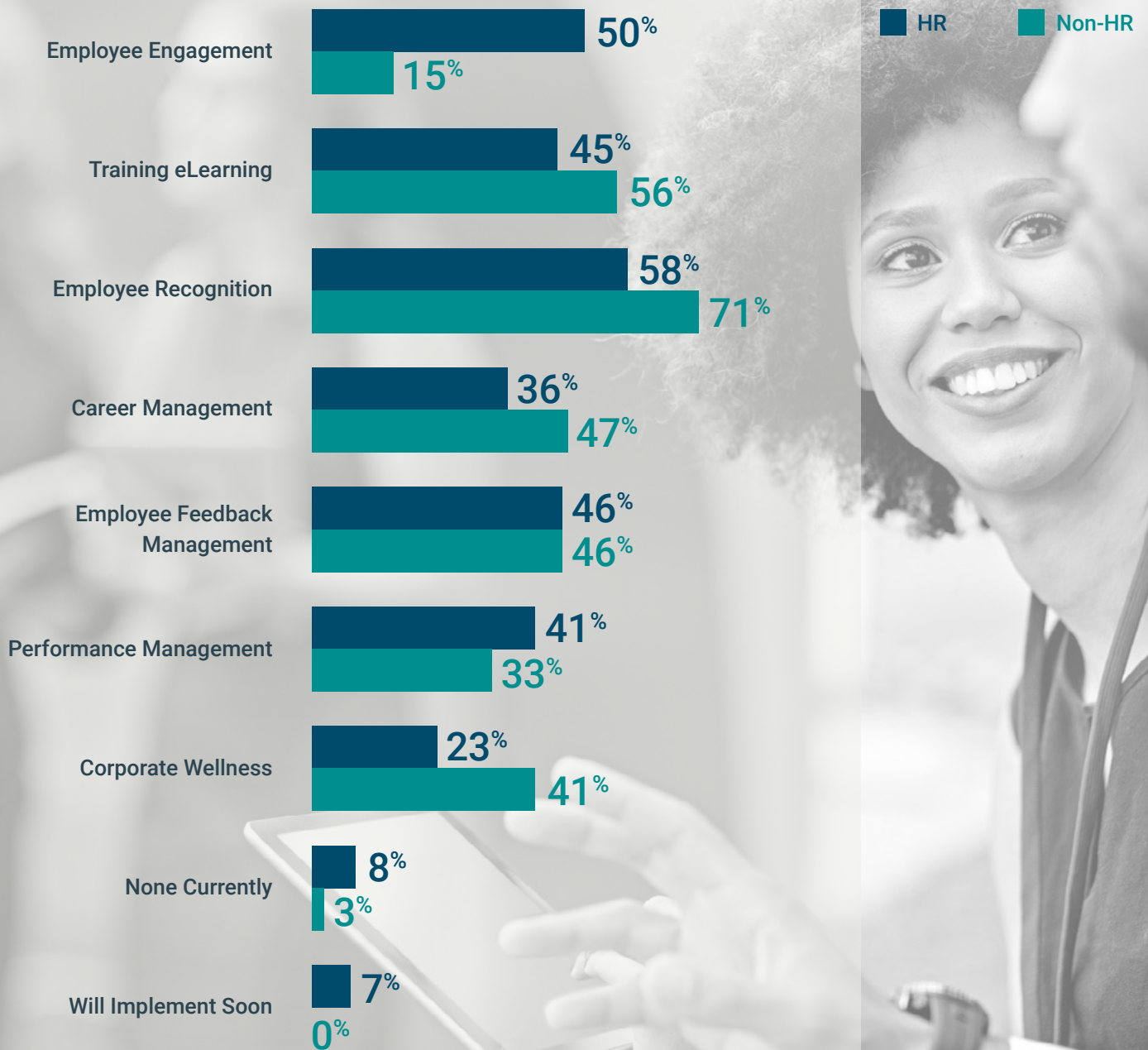
50% of HR personnel claim to employ employee engagement solutions but only **15%** of non-HR employees believe that their companies use these solutions. This could simply be the difference between companies that use these solutions versus those that don't, or, perhaps, HR personnel understand what employee engagement solutions are and non-HR employees do not.

Employee recognition, on the other hand, is a much more obvious solution. One knows when they are being recognized and rewarded for their hard work and contributions. It's more palpable, and therefore, perhaps, more valuable in terms of how employees perceive their own engagement.



HR Technologies in Action

Figure 15 / HR Technologies in Action (HR vs. Non-HR Employees)



Future Technology Plans

We've delved into how HR and non-HR employees feel about employee engagement and whether they currently use these solutions—what comes next are their plans for the future. We asked HR personnel about their spending plans for employee engagement technologies for the next year and which technologies they plan on implementing. Over the next 12 months,

64% of HR employees expect their spending on employee engagement technologies to increase (or significantly increase) and **53%** plan on implementing employee engagement solutions.

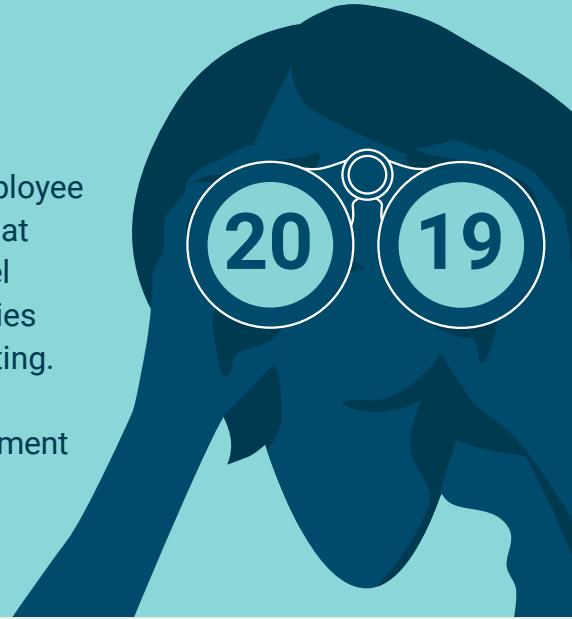


Figure 16 / **Employee Engagement Spending Over the Next 12 Months (HR Employees)**

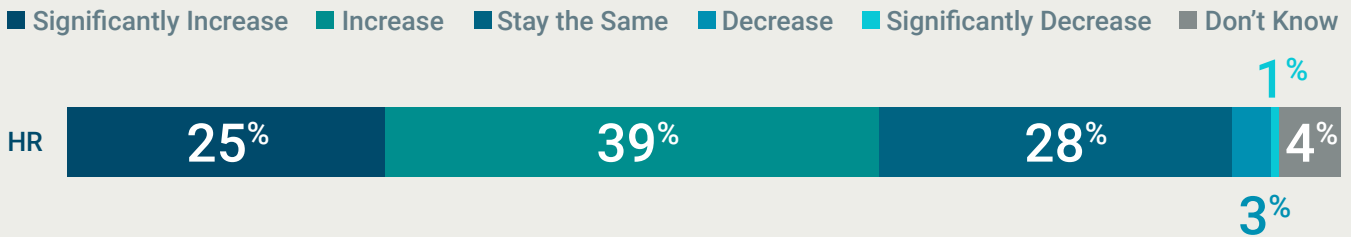
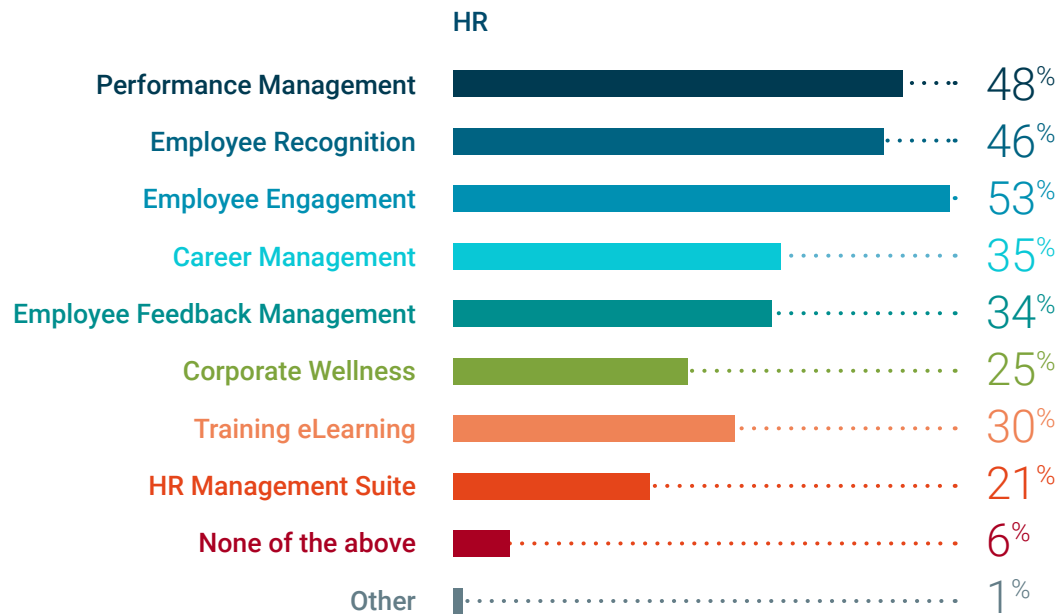


Figure 17 / **HR Technology Implementation Plan (HR Employees)**



Motivations for Adopting Employee Engagement Solutions

We surveyed HR personnel on their motivations for adopting employee engagement solutions and non-HR employees on which solutions they think will help them the most.

27% of HR employees surveyed claim that their primary motivation for adopting employee engagement technologies is to improve employee morale. Meanwhile, we asked non-HR employees to rate various engagement outcomes on a scale of strongly agree to strongly disagree. Over

50% of non-HR employees either agree or strongly agree that employee engagement solutions will help them embody their companies' missions, understand how their role contributes to the success of their company, focus on clearly defined goals, and feel like a contributing member of their team, department, and company.

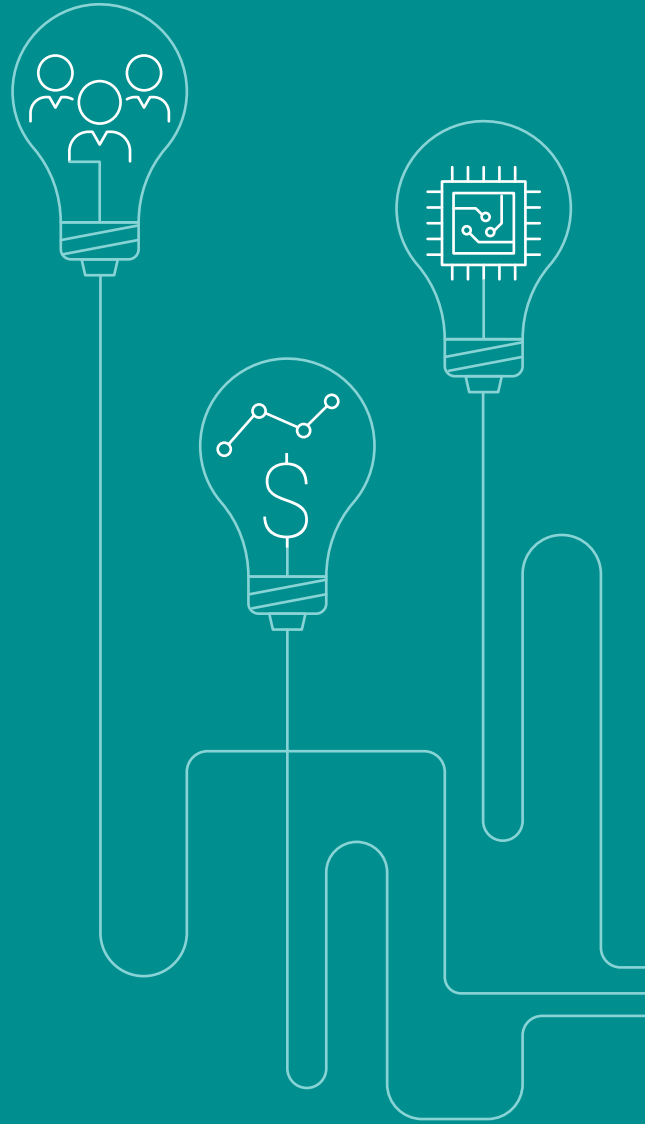
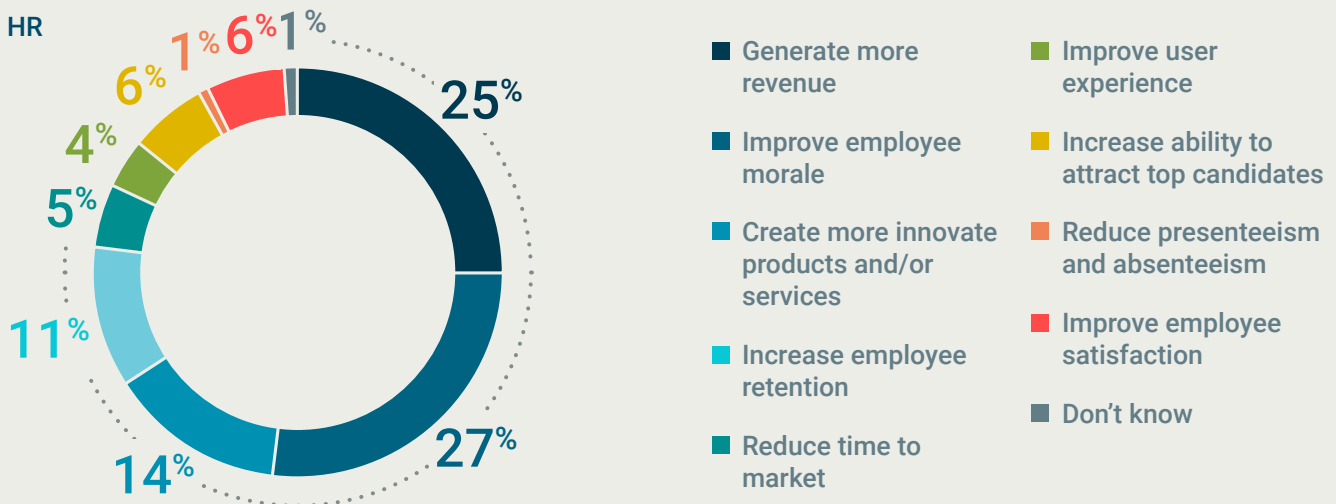
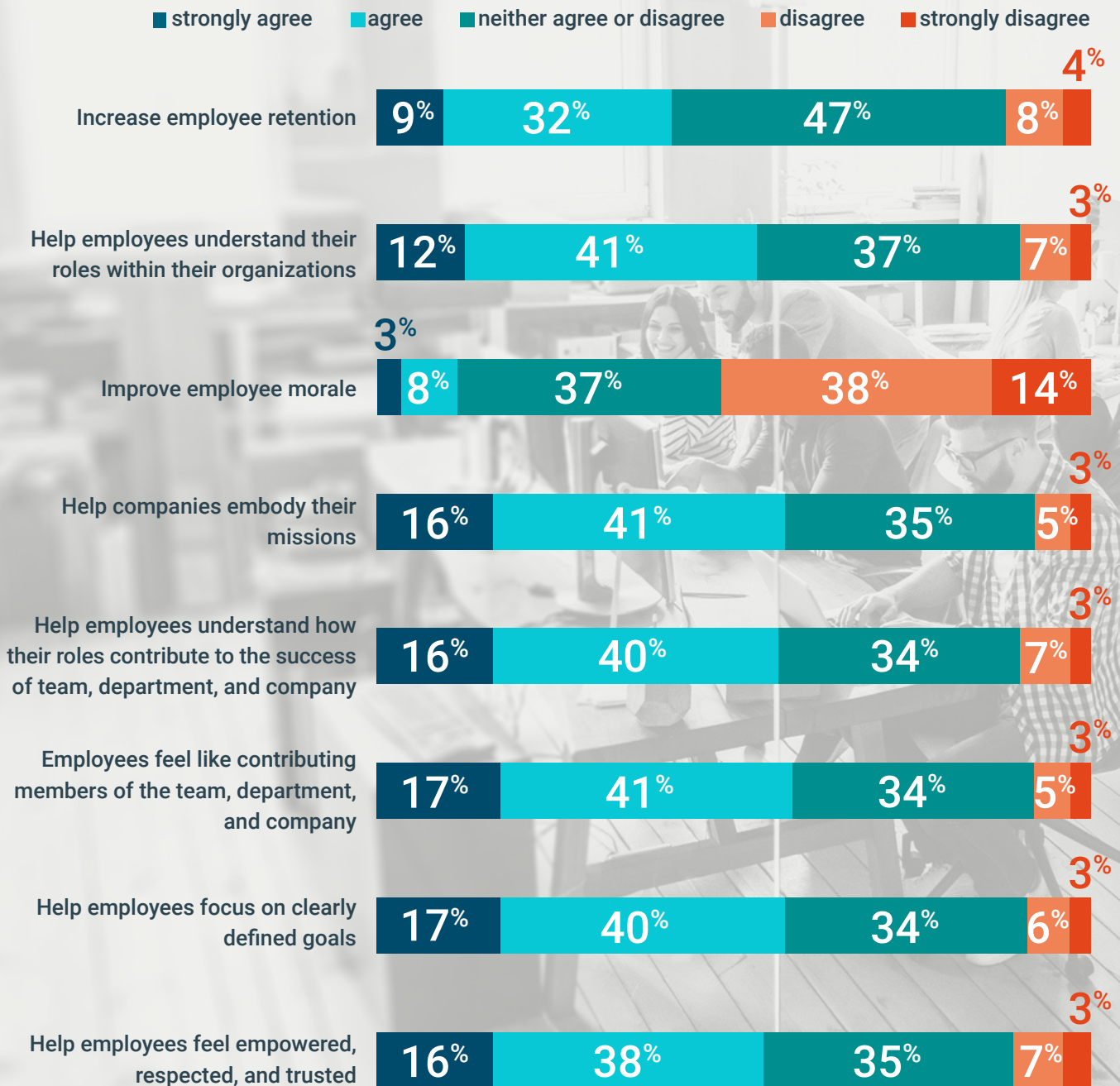


Figure 18 / **Employee Engagement Solutions: Motivation for Adoption (HR Employees)**



Motivation for Adopting Employee Engagement Solutions

Figure 19 / **Employee Engagement Solutions Will:**
(Non-HR Employees)



Challenges to Improving Employee Engagement

Technology or no technology, companies face many challenges and HR personnel are tasked with finding the best solutions to all their potential people problems. We asked HR personnel what they perceive to be the biggest challenges to improving employee engagement, and in implementing and using employee engagement solutions.

Understaffed departments and low employee recognition are the biggest challenges that companies face to improving employee engagement, according to HR personnel. Meanwhile, **44%** of HR personnel list budget constraints as the greatest challenge to implementing and using employee engagement solutions, followed by an overall lack of skills. Budget limitations will obviously limit the amount of staff each department can afford to hire, but these monetary challenges do not need to impede the use of technologies to improve engagement. In fact, companies and teams of any size can find an employee engagement solution to fit their budget.



Challenges to Improving Employee Engagement

Figure 20 / **Biggest Challenges to Improving Employee Engagement (HR Employees)**

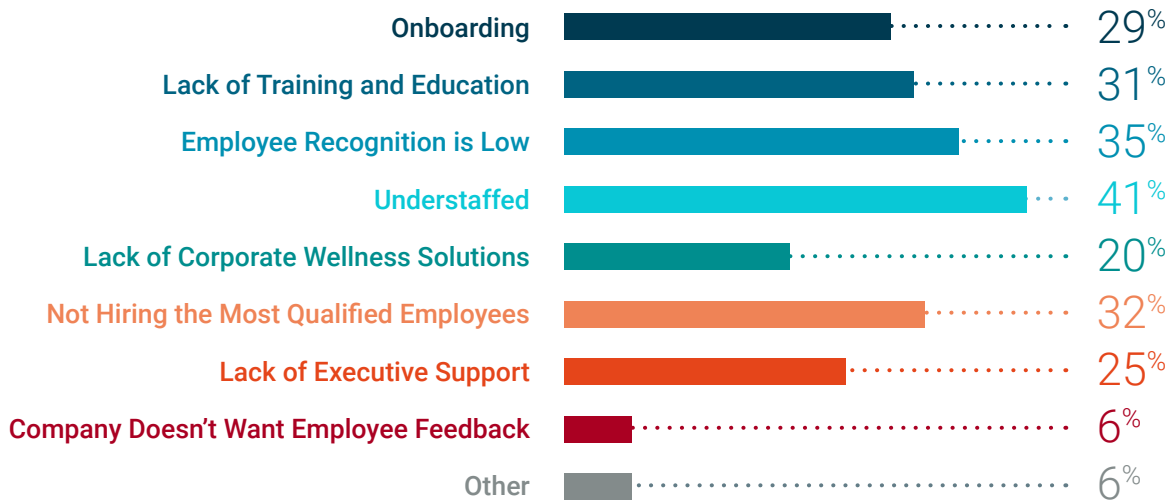
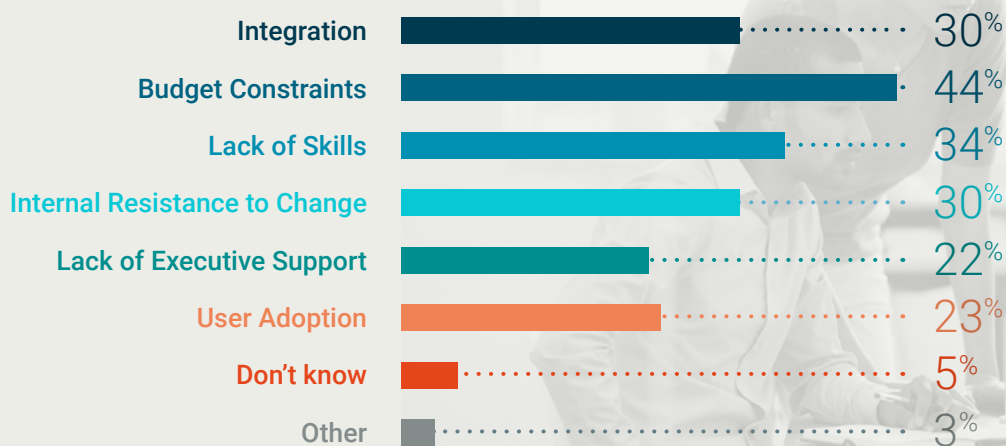


Figure 21 / **Challenges to Implementing and Using Employee Engagement Solutions (HR Employees)**



Employee Engagement Technology Wishlist

We asked non-HR employees which HR technologies they wished their companies would implement. When given the choice between a variety of employee engagement solutions,

30% of non-HR employees claimed that they would like to use employee recognition software, and

29% would like their companies to implement employee engagement software.

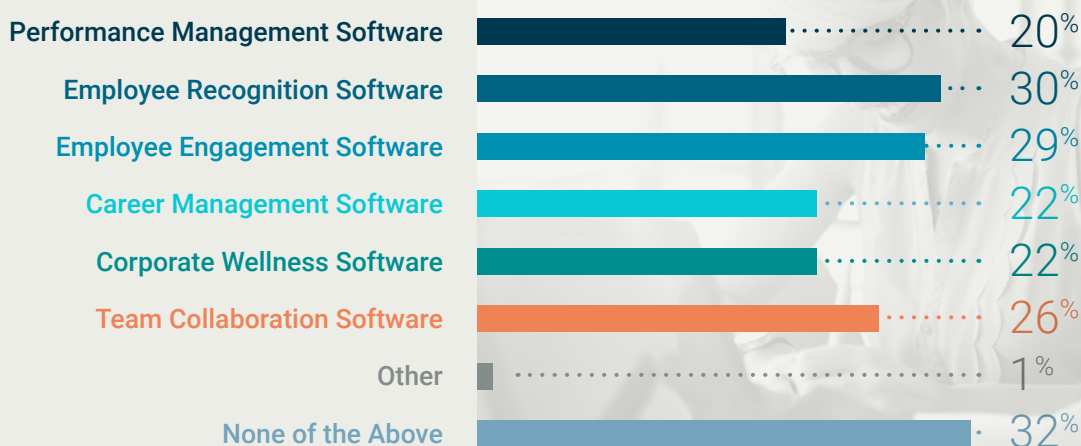
Strikingly,

32% of non-HR employees claimed that they would prefer none of the above.

Either they don't care for the options we provided them, or, more likely, they aren't sure how these solutions can improve their engagement.

A major challenge to creating a culture of engagement is making sure that employees understand all of their options. It's not enough to have technology available at the ready, all employees must be given full access and training on how to best use employee engagement solutions. Perhaps the overall desire for these technologies is low because non-HR employees aren't quite sure what these solutions are, or how they can best be used to improve their work experience.

Figure 22 / **Employee Engagement Technology Wishlist (Non-HR Employees)**



HR Technology Benefits

We asked HR personnel about the benefits they have already experienced from implementing HR technologies as well as the benefits they anticipate receiving. HR personnel anticipate experiencing improved employee productivity and employee attitude toward their job and company, as a result of HR technologies. Thus far, they have already experienced an increase in the quality of work and improved employee productivity.

HR personnel have high hopes for the benefits of HR technologies, but have yet to experience the results they anticipate receiving across the board. The greatest divide between the benefits already gained and those they anticipate receiving are improvements in the connections between coworkers and managers. HR personnel have only experienced a

26% gain in increased connection whereas they are anticipating experiencing **70%** improvement.

This might be a case of specific solutions not yet impacting companies the way they need them to. Or, even more likely, HR employees don't know what solutions are available, how they can help, and how to best identify and implement these HR technologies to their fullest capacity.



HR Technology Benefits

Figure 23 / HR Technology Benefits (HR Employees)

	Benefits already gained from implementing HR technologies	Benefits anticipate receiving from implementing HR technologies
Improved employee productivity	60%	90%
Improved attitude regarding job and company	45%	80%
Increased quality of work	63%	70%
Improved business decision capabilities	39%	50%
Improved customer experience and satisfaction	41%	60%
Improved inventory control	26%	50%
Decreased employee errors	28%	60%
Increased connections with coworkers and managers	26%	70%
Other	2%	0%



HR Technology Benefits

When asked which strategies companies can provide to improve their engagement, **55%** of non-HR employees believe that their company can improve engagement by recognizing employees for their accomplishments. Employee recognition software provides companies with the means to employ, manage, and track employee recognition programs. These solutions often provide peer-to-peer as well as manager-to-employee recognition options. Recognition options might include notes from colleagues, awards, gift cards, and non-monetary rewards. Again, this type of engagement is a tangible response to employee performance in the form of immediate feedback. Furthermore, **31%** of non-HR employees anticipate improved employee retention as a benefit from implementing employee engagement solutions.

Although only **10%** of non-HR employees think implementing employee engagement software will improve engagement, this could be the perfect opportunity for HR personnel to educate themselves and their staff on the features and benefits of these solutions. Employee engagement software provides the potential for continual feedback in the form of pulse surveys. This provides HR personnel and management with the regular insights necessary to make the requisite improvements to increase engagement.

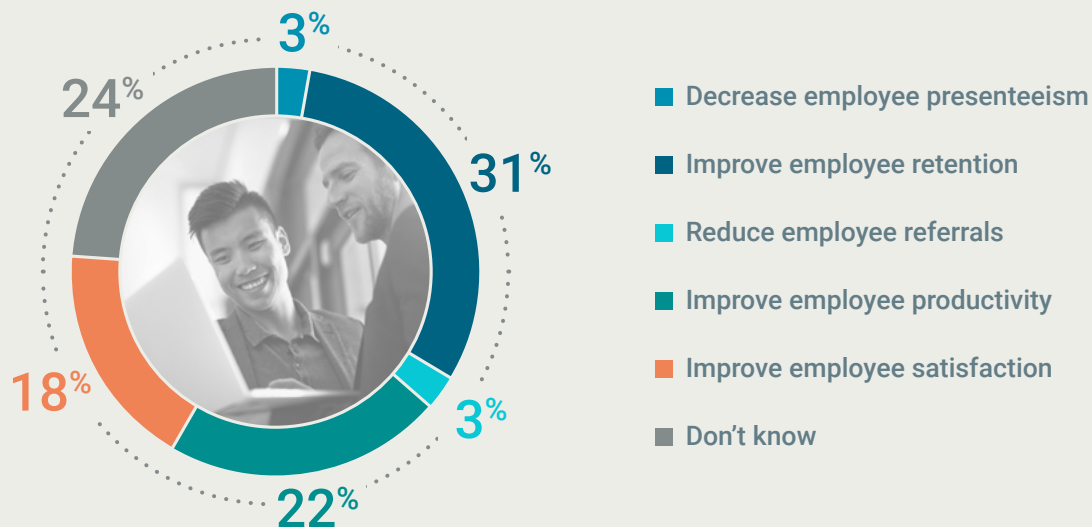


HR Technology Benefits

Figure 24 / Strategies to Improve Your Engagement (Non-HR Employees)



Figure 25 / Benefits Expected from Implementing Employee Engagement Solutions (Non-HR Employees)





Solutions

**Employee
Engagement**

Employee Engagement Solutions

Employee engagement permeates the entire workplace, and still there is a disconnect between how HR and non-HR employees perceive engagement. We have assessed the factors that they associate with engagement, the types of engagement initiatives their companies employ, and the solutions that they are most familiar with.

Many respondents sense that employee engagement is important for a thriving company culture, yet they disagree on whether employee engagement can be achieved via HR technology, what the technology consists of exactly, and the benefits it can provide. Although employee engagement initiatives are important to HR professionals, they might be failing to communicate the value of these solutions and how they can best serve employees.

Clearly, employee engagement cannot be created by software alone. HR personnel should think of software as the platform from which a culture of engagement can thrive. One truth is certain — businesses must create a comprehensive employee engagement program. And to do so, they should be familiar with all available technological solutions. These include recruiting, onboarding, career development, corporate wellness, engagement and recognition, and performance management, to name a few. But simply purchasing these solutions will not create or foster engagement. Employee engagement solutions must be implemented throughout the organization, and managers and employees need to know how to properly use them.

Software is the solution to almost any business problem today. But these technologies serve no one if they're not being employed properly and employees don't know how to make the most of them. HR departments and professionals are tasked with not only finding the best candidates for the job; they also need to supply them with tools that promote long-lasting, successful careers. The digital approach to engaging employees means leveraging all available and relevant technologies.

When considering developing or altering employee engagement initiatives, companies and HR personnel need to survey the organization before new solutions are purchased and implemented. A solution will be most successful if the right one is used. Companies will benefit from collecting employee feedback, and empowering them to have a say in how engagement initiatives are developed. Businesses need to create a culture that helps a diverse workforce flourish and to do that, they need to know what their people need to be bring their best selves to work.

We have compiled a list of employee engagement solutions that can best help companies build, maintain, and promote a culture of engagement. The following software list covers onboarding, training eLearning, corporate LMS, course authoring, corporate wellness, employee recognition, employee engagement, performance management, and career management. We have also included a list of the highest-rated solutions based on user satisfaction and usability scores, as of December 6, 2018. These top-rated products are meant to provide companies and HR personnel with a means to sort through the myriad of options.

Highest-Rated Employee Engagement Solutions

Onboarding Software

Onboarding software streamlines the onboarding process for HR personnel or hiring managers. This software eliminates the excess paperwork necessary, and consolidates onboarding into one unified interface. From the point of hire, onboarding software enables communication between the new hire and the employer. This improves the employee experience and provides a smooth transition into the new role, thereby decreasing the instances of turnover within an employee's first year. Check out the **onboarding software** category to learn more about how these solutions can help your company improve the onboarding process.

Figure 26 / Onboarding Software Rated by G2 Usability Score











Product	Vendor	G2 Usability Score
 BambooHR	BambooHR	92%
 ApplicantStack	ApplicantStack	91%
 Paylocity	Paylocity	91%
 Dayforce	Ceridian	89%
 ClearCompany	ClearCompany	87%
 Paycom	Paycom	87%
 Workday HCM	Workday	87%
 UltiPro	Ultimate Software	86%
 COMPAS ATS CRM	Compas Technology	86%
 APS Core HR Solution	APS	86%

Training eLearning Software

Training eLearning software streamlines employee training and education and is a parent category to corporate LMS and course authoring. Corporate LMS software help companies manage, organize, and track employee training efforts. HR employees use corporate LMS products to manage training programs for purposes such as onboarding, skill development, certifications, and compliance training. Organizations use corporate LMS software to track employee progress and assign courses created using course authoring software. Corporate LMS software is frequently integrated with course authoring software, through which most training content is created, and may also be offered as a component of integrated HR management suites. Course authoring software provides HR personnel and organizations with the platform to create engaging and interactive educational multimedia content. Check out our **corporate LMS software** and **course authoring software** categories to learn more about how these training eLearning solutions can help your company provide ongoing training and educational opportunities.

Corporate LMS

Figure 27 / Training eLearning: Corporate LMS Rated by G2 Usability Score

Product	Vendor	G2 Usability Score
 Lessonly	Lessonly	92%
 Pluralsight	Pluralsight	90%
 Bridge	Instructure	88%
 Litmos by SAP	CallidusCloud	88%
 TalentLMS	Epignosis eLearning solutions	88%
 eLoomi	eLoomi A/S	86%
 WorkRamp	WorkRamp, Inc.	86%
 Adobe Captivate Prime LMS	Adobe	85%
 Loop	Loop	85%
 Mindflash	Mindflash	83%

Course Authoring

Figure 28 / Training eLearning: Course Authoring
Rated by G2 Satisfaction Score

Product	Vendor	G2 Satisfaction Score
 iSpring Suite	iSpring Solutions, Inc.	96%
 Lessonly	Lessonly	96%
 Articulate Storyline	Articulate	90%
 Brainshark	Brainshark	81%
 Articulate Studio	Articulate	70%
 Articulate 360	Articulate	68%
 Litmos by SAP	CallidusCloud	68%
 Articulate Online	Articulate Online	62%
 easygenerator	easygenerator	60%
 Grovo	Grovo	56%











Corporate Wellness Software

Corporate wellness software provides HR personnel with tools to implement, manage, and administer wellness programs. These solutions aim to improve work culture by promoting company-wide health initiatives. Corporate wellness solutions may include health education, confidential health assessments, and employee participation and progress tracking, as well as incentives and rewards. Check out our **corporate wellness software** category to learn more about how these solutions can help your company administer company-wide wellness programs.

Employee Recognition Software

Employee recognition software works to improve company culture by providing tangible motivations for producing quality work. These behavior-driven platforms allow HR personnel or management to set standards or qualifications for rewards and monitor employee progress to determine the winning recipients. Employee recognition software differs from, but can integrate or be included with, employee engagement software, which seeks to solicit feedback from employees that can drive positive changes. Both of these categories fall under the talent management category, an area focused on tracking employee progress for the purpose of fueling innovation and building a collaborative company culture. Check out our **employee recognition software** category to learn more about the benefits of rewarding employees via these motivational platforms.


Figure 29 / **Employee Recognition Software Rated by G2 Satisfaction Score**

Product	Vendor	G2 Satisfaction Score
 Bonusly	Bonusly	91%
 Motivosity	Motivosity	91%
 15Five Continuous Performance Management	15Five	86%
 HALO Recognition	HALO Recognition	65%
 Clarity Wave	Clarity Wave	56%
 Qarrot	Qarrot	51%
 Reward Gateway	Reward Gateway	51%
 Bucketlist	Bucketlist	44%
 Tap my Back	Tap my Back	39%
 Globoforce Social Recognition	Globoforce	16%

Employee Engagement Software

Employee engagement software helps HR personnel and organizations solicit and track feedback from their employees, recognize employee achievements, and promote positive activity. Employee engagement tools are used to draw actionable insights from employee feedback. HR departments commonly implement employee engagement solutions to understand employee sentiment, promote company-wide recognition of employee success, or as a supplemental tool or direct replacement for the traditional performance review process. Employee engagement tools solicit employee feedback through pulse surveys, sent to employees at regular intervals to accurately evaluate employee engagement. Many employee engagement tools offer users access to libraries of questions that can be used to build custom pulse surveys for distribution among employees. Check out our **employee engagement software** category for more information on how use actionable insight to promote employee engagement.


Figure 30 / **Employee Engagement Software Rated by G2 Usability Score**

Product	Vendor	G2 Usability Score
 Lattice Performance Management	Lattice	96%
 15Five Continuous Performance Management	15Five	92%
 Officevibe	Officevibe	91%
 Branch Messenger	Branch Messenger	90%
 Culture Amp	Culture Amp Pty Ltd	90%
 Motivosity	Motivosity	90%
 Clarity Wave	Clarity Wave	89%
 TINYpulse Engage	TINYpulse	89%
 Qualtrics Employee Experience	Qualtrics	87%
 GetFeedback	GetFeedback	87%

Performance Management Software

Performance management software helps HR personnel and organizations establish employee performance standards and evaluate employees' job performance. Companies use performance management software to facilitate meaningful and ongoing discussions between managers and direct reports. These solutions provide manager-level staff with tools to evaluate employees, conduct performance reviews, and facilitate 360-degree feedback. Many performance management solutions offer organizational planning capabilities that help HR departments ensure certain skill sets are present within the organization and plan for succession contingencies in case of employee departure. Check out the **performance management software** category for information on how to best establish and evaluate employee performance standards.

Figure 31 / Performance Management Software Rated by G2 Usability Score

Product	Vendor	G2 Usability Score
 Lattice Performance Management	Lattice	95%
 15Five Continuous Performance Management	15Five	92%
 BambooHR	BambooHR	92%
 Paylocity	Paylocity	90%
 WideAngle	WideAngle Software Inc.	90%
 Paycom	Paycom	88%
 Trakstar	Trakstar	88%
 ADP Workforce Now	ADP	86%
 UltiPro	Ultimate Software	86%
 Kronos Workforce Ready	Kronos Incorporated	86%

Career Management Software

Career management software assists HR personnel and organizations in supporting employees with their individual career development. These solutions supply HR personnel with tools that track employees' progress, skills, and experience to develop and retain internal talent. At the same time, career management solutions help employees develop their skills and identify career goals. Career management solutions may provide employee development, self-assessments, manager support, internal talent discovery, mobility management, predictive analytics and reporting, networking opportunities, and more. Check out the **career management software** category to learn how about the options for supporting employees in their career development.

About the Survey

The 2019 G2 Crowd Employee Engagement Report utilizes data from an online survey of HR and non-HR employees located across the United States. Results are based on 400 respondents from small through large enterprises, fielded from August 27 through September 4, 2018. Thirty-three percent of respondents are HR employees positioned in C-level through entry-level roles. The remaining 67% are non-HR employees, ranging from senior management to customer service and support.

Researched and written by **Courtney Moran**

Edited by **Mattilee Hillman**