

Top tips to improve e-commerce employees' satisfaction

Jonathan Hall

Recent salary survey results have found that last year, the main reason for people changing roles in the e-commerce industry was the feeling of not being valued and respected at their current company and lack of progression. It is becoming increasingly essential for companies to start focusing on the main reason their employees are leaving and review how they can improve their processes for other colleagues.

A primary concern of businesses is often to optimise their internal processes and strive to have the best employee satisfaction. This paper will discuss the four best practices e-commerce businesses can adhere to and adopt within its HR strategy to start to improve employee satisfaction.

Ensure employees are valued and respected

The main priority for individuals when looking for a new job in the e-commerce industry is to feel valued and respected. So why are employees not feeling valued by their bosses and what can be done to change this?

It can unfortunately be quite common for employees to feel that their efforts are going unnoticed or that contributions are not being appreciated. Employees start to doubt themselves and look for a new jobs elsewhere, where their voices are heard and they feel more valued within the team.

To change this, employers should look to make an effort to listen to their staff. This can be in the form of regular catching up and publicly recognising when colleagues have done a good job in order to recognise their contributions to the team. Small acts such as these can make employees aware that their bosses are making a point to ensure they feel respected.

Offering company benefits

A significant factor in building employee satisfaction is through offering company benefits. Research has found that 89 per cent of e-commerce employees believe that benefits improve a company's culture, with contributory pension being the most valued offering.

Businesses should therefore look to go the extra mile and implement added benefits to ensure their employees are feeling valued. Businesses can offer benefits in all shapes and sizes, from standard gym subsidy to life insurance, to a beer fridge or unlimited pizza days; offering that little bit shows that employee satisfaction is at the forefront of bosses' priorities.

Provide the opportunity to progress

A vital aspect for a number of people is the opportunity to progress within their role. Employees can often feel as

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though they have been overlooked for a promotion, or that they have spent too long in a certain role, which can tend to lead to resentment and dissatisfaction in the workplace.

Bosses can look to avoid any feelings of resentment by being more transparent with their colleagues. By setting clear goals to make the right steps towards the next role, employers can encourage others to have a clear vision on how they can progress, and not feel as though they are being overlooked. Such steps also motivate the employee, as it sets a clear path towards the next step up in their career.

Finding the perfect worklife balance

Establishing the ideal work-life balance is essential. Between 2017 and 2018, survey results found that 68 per cent of employees say they are

happy with their work-life balance. This number seems high enough, but poses the question: What more can be done to improve the happiness of the remaining 32 per cent?

It was found that over the past 12 months 85 per cent of employees stated that they regularly worked overtime. Many employees now feel that regularly working overtime is now the “norm”, which suggests that more needs to be done to encourage a better work-life balance.

Staff can often feel that they are under too much pressure, having being set too much work and feeling as though they have to regularly do overtime. Through setting achievable goals, bosses can ensure that employees do not feel under too much pressure to complete work outside of their regular hours.

Employers can further help their colleagues to find the perfect work balance through promoting the social side of the job and hosting team events. It doesn't need to be necessary to put on a large event, just a simple drink with the team at the end of the week provides a great chance to the team to socialise and gives a different side to their work.

Overall, there is still a great deal that needs to be done to improve employee satisfaction within the e-commerce industry. This is a greatly competitive area and employers risk their staff looking elsewhere to businesses that are going the extra mile when focusing on the happiness and well-being of their employees.

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