



Paper PP08

Employee branding: cherished through connect

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ABSTRACT

Approximate cost for branding is \$5000-\$20,000 (freelancers and small firms), \$30,000-\$80,000 (large firms). On an average, a person sees 35,000 advertisements/day. Each brand has a challenge to save itself, from shift+del from everyone's memory. In the golden era of social media, why not use our own employee as a brand ambassador? Grooming each employee to make a medium of promotional activities is nothing but employee branding. 25%-30% attrition impacts knowledge, bonding with the team, continuity of the project. Employee satisfaction is the first step of Employee Branding. It is achieved through different initiatives, policies, flexibility offered. Unsatisfied customer wouldn't promote a brand & satisfied employee won't leave the organization. Mouth publicity, talk-shows, social networking are the main enablers for advertising the brand. Advertising efforts get multiplied on its own once started. In case of attrition and employer managed to create a good psychological bond, ex-employee works as the best emissary.

INTRODUCTION

In order to stay ahead in the competition, it is imperative to advertise your brand. Thus, advertising has become an integral part of business. There are various mediums through which one can advertise his/ her brand. However, it comes with cost and more importantly advertisement is done for a fixed period. This paper discusses a method of advertising a brand through your own employees.

WHAT IS EMPLOYEE BRANDING?

Establish a connect with employee. Increase awareness of the brand he/ she is working for. Groom each employee to make a medium of promotional activities is an employee branding.

WHY IS IT IMPORTANT?

Considering 25-30% attrition in Pharma industry, having a good employee satisfaction score has become a prime focus of each organization. Attrition affects knowledge within the team, team bonding, project stability, moreover replacing a person involves cost, time and significant efforts. Establishing a psychological connect helps to comprehend employee's career aspirations and areas where he/she is willing to contribute. Plans could be made considering employee's asks as constraints. Employee satisfaction is the first step of employee branding. While working on it, indirectly attrition is getting tackled and so do knowledge retention and stability.

HOW DOES IT WORK?

Organization needs to have a few awareness sessions about the special initiatives. Also, a plan needs to be put together to groom the employees. It starts from day 1. Conduct frequent surveys to have a dip-stick check of employee's satisfaction. Post awareness sessions and reaching to a reasonably good employee satisfaction score, employee branding activity would kick start on its own. Groomed employees become ambassador of the brand. In the current golden era of social media, various platforms are available when our ambassadors can publicize the brand. This is kind of a chain reaction. Once it starts, it not only continues but gets multiplied on its own. Mouth publicity is one more technique which is used in employee branding. A word gets spread by our emissary.

USE OF SOCIAL MEDIA

Social media could be used as a part of employee branding. However, it is double edged sword. Webpages/ blogs can be initiated where people (current as well as ex-employee) can share their views. Associates should be sent to various conferences, talk-shows which would provide them a forum to talk about their own brand. There are several



Apps available where people discuss about different brands in the same field.

CONCLUSION (HEADER 1)

Employee branding is an indirect way of promotional activities and needs to be facilitated prudently. It also shows a strong sense of affiliation towards the organization. Social media has become an integral part of everyone's life, hence promotional activities through employees are easier than earlier. It has a very high acceptance rate as it is coming from experience of the person who is promoting it. While working on employee branding, Organization works on employee delight. It helps to control attrition indirectly.

Stay connected with the employee, get your brand promoted free of cost, earn goodwill of the employees as well as the customers.

Get cherished through connect!!!

CONTACT INFORMATION (HEADER 1)

(In case a reader wants to get in touch with you, please put your contact information at the end of the paper.)

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