



Want Better Engagement? Meet Talent on Their Terms

Engagement is one of the **most pressing challenges** companies face in managing Millennials and Gen Zs, translating into **significant business costs**.



Turnover of workers in these generations due to lack of engagement costs the U.S. economy **\$30.5 billion** every year.



Only **29%** of Millennials are actively engaged in their jobs, and **21%** have changed jobs in the last year.



51% of HR decision-makers in an Allegis Group survey say their companies are **not fully realizing** the qualities that drive engagement with Millennial and Gen Z talent.



More than **one-third of managers** believe Gen Zs will be **more difficult** to manage than previous generations.

Make Digital Engagement Easy and Fast

Employers can improve engagement by meeting talent where they are – **in a digital world.**

- 75%** of U.S. Millennials and Gen Zs prefer to communicate through text as opposed to speaking.
- 62%** of Millennials and Gen Zs would rather accidentally leave their wallets at home than their phones.
- 20%** favor digital shopping with no human interaction.

In life, **interacting via a digital environment is the norm.** It is also expected as an integral part of the employer-employee relationship. Here are some ways to get started:

- Sourcing & recruiting**
Improve the candidate experience and streamline recruitment with digital innovation and artificial intelligence applications.
- Administrative processes**
Automate expense reporting, shorten bulky performance review assessments, and reevaluate cumbersome career sites that make applicants re-enter resumes.
- Information access**
Enable self-service to all data sources under one umbrella, anytime, anywhere.

Genuine Interaction Matters



Also, do not let poor candidate communication deter great talent:

Humanize senior leadership on social media: Twitter for employee accomplishments, articles consistent with company values on LinkedIn, and Instagram/Facebook for company events and community service

Connect employees on collaborative venues: Yammer, Chatter, Slack, and self-built mobile apps

Personalize job seeker communications: two-way conversations and feedback, chat solutions, and silver medalist engagement



Download our White Paper

Want to ensure an efficient and enriching talent journey for Millennial and Gen Z workers, from how you source them, to how you attract and retain them? Download our report today.

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