



**RMG Networks Discusses  
Solutions to the Employee Engagement Dilemma**

# Overview

Through a discussion with Kerwin Everson, VP, Supply Chain Solutions at RMG Networks, this eBook will explore the employee engagement dilemma many companies are facing, how they are attempting to address this problem today and solutions proposed by RMG Networks to improve employee engagement, increase retention and foster a culture of performance.

## Topics Explored:

- The problem of employee engagement and creating a culture of performance.
  - How companies deal with this problem today.
  - How RMG Networks' solutions can help companies facing problems with employee engagement.
  - Examples of solutions RMG Networks' provides to companies' supply chain and manufacturing functions.
  - Results RMG customers have witnessed.
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**KERWIN EVERSON**

**VP, Supply Chain Solutions**

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**ABOUT RMG:** RMG goes beyond traditional communications to help businesses increase productivity, efficiency and engagement through digital messaging. By combining best-in-class software, hardware, business applications and services, RMG offers a single point of accountability for integrated data visualization and real-time performance management. The company is headquartered in Dallas, Texas, with additional offices in the United Kingdom and the United Arab Emirates.

For more information, visit [www.rmgnetworks.com](http://www.rmgnetworks.com).



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# Explain the problem of employee engagement and creating a culture of performance

Employers everywhere seem to struggle with the concept of employee engagement. In a recent Gallup Poll, it was determined that only 25 percent of manufacturing employees can be described as engaged (“The State of the American Workplace”). I don’t have to tell you the worst part of that is what the other 75 percent feel – right?

Engagement means different things to different folks; however, in simplest terms it can be summarized as an effort to provide an environment where everyone contributes toward the success of the organization and feels good about doing so. Many companies have failed at this by trying to provide an environment where everyone is “happy” all the time, “loves their job” every day, and always feels appreciated, recognized and cared for as a person. They attempt to do this with perks or flashy offices and trendy benefits plans. For example, my son (a millennial) works at a Company that advertises “unlimited vacation days.”

Survey after survey has been developed to determine... “are my employees happy and engaged” and most importantly, will my employee retention numbers improve? The problem is that, many times, these surveys are not really tied to the performance goals, the company’s bottom line and the overall improvement they’d like to see.

**Only 25 percent of manufacturing employees can be described as "engaged" in the workplace.**

# Explain how companies deal with this problem today

In an effort to keep their employees feeling positive about the company, employers tend to focus on making them happy, versus making them productive. What employees really want is to succeed. If they succeed in their roles, they will tend to feel more productive, more connected to the company's overall success, and in the end, be more engaged and motivated.

Companies today have some pretty ineffective ways to try to engage employees to accept and understand the company's mission and values and goals. They try to communicate as best they can through email, bulletin boards, newsletters. Most companies claim they are dissatisfied with these efforts because they see low employee engagement. These mediums do not meet employees where and how they want to be communicated to.

When looking to communicate to employees and improve employee engagement, companies should consider methods that are:



**digital**– think large screens;



**personalized**– content that each individual needs to do a better job;



**real-time**– content that is timely and up-to-date.

# How can RMG's solutions help companies facing problems with employee engagement?



RMG has been in the digital signage and communications space for more than 35 years. We like to view our solutions as **Intelligent Visual Communications**.

RMG's solutions provide the right information at the right time to the right individual on the right medium. Consider how powerful it would be to:

- provide productivity goals and results in real-time where the employee can make an immediate adjustment.
- provide exception reporting to the people who need to know about unexpected, last minute changes.
- provide valuable content that can help employees do their job better, safer and more efficiently. thereby contributing more to your company's bottom line.

These solutions are powerful in their ability to integrate with your Enterprise Data (think CRM, ERP, production data in manufacturing and distribution, even social media and more) and present that data in highly visual and meaningful ways – even providing analytics about which content is the most read, most watched and, ultimately, most effective.



# What are some examples of solutions RMG provides to companies' manufacturing and supply chain functions?

**RMG has provided solutions to more than 50 percent of the Fortune 100 Companies.**

For distribution centers or fulfillment centers, we provide the ability to measure, monitor and visualize picking, packing, replenishment, shipping and more. DC's can use this information to determine areas or individuals who are ahead of pace, and provide information for workforce balancing or self-direction. This is especially true when the content presented is an exception (blocked chute, missing carton, etc.) – imagine clearing an exception in 1 minute versus 20 minutes.

In the manufacturing space, we can provide up-to-the minute LEAN, OEE, TPM, and more. These “at-a-glance” views can give a scorecard view of performance right now and what you can do differently to finish the shift, day or week strong.



# What are some results you have witnessed when customers implement visual supply chain solutions?

This is the exciting part! The ROI on visual supply chain solutions, whether through digital scoreboards, desktop dashboards or mobile data, can be huge for a company. We have clients who have cut shifts by 15-30 minutes. Imagine the ROI from the overtime savings across hundreds of employees in a single location, let alone from 15-20 sites. We have clients who use screens for start-of-shift meetings and have used a simple on-screen timer to cut their EBD (Excess Begin of Day) loss in half. Shifts start on time, employees login and begin their picking sooner, which resulted in improved OTD (On-Time Delivery) and Customer Satisfaction.

The Gallup survey mentioned earlier goes on to highlight other benefits of higher employee engagement, such as:

- 70 percent fewer safety incidents,
- 24 to 59 percent lower turnover rate, depending on the previous turnover history,
- 40 percent fewer quality incidents,
- 21 percent higher productivity.

In summary, we believe that employees really want to do a good job. They want to be successful and want to help their company reach its goals. The more you tie your communications to your company's goals, the more you make the employee aware of how their individual actions impact the company's bottom line – which creates a positive cycle of employee engagement. You will be creating a culture that produces employees who want to be the best and see their results highlighted on the scoreboards as “top performers” – individual or team.



Increase productivity with our  
intelligent visual communications  
and deliver results proven to  
move the bottom line.

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