

Employee Engagement – The Case of Rackspace

Employee engagement is one of the important challenges faced by HR professionals worldwide.

Employee engagement is crucial for the growth of organizations, but for many companies and HR professionals worldwide, it remains a challenge as observed from the startling findings of Bain & Company in association with Netsurvey.

Their findings show:

1. Employee engagement scores are low for experienced employees.
2. Employee engagement scores are low for front line employees.
3. Employee engagement scores are the lowest for sales and service employees, who have the most interactions with customers.

The experience of Rackspace Company, which is listed in Fortune's list of 100 Best Companies to Work For, speaks a totally different version. Rackspace, the global leader in hybrid cloud and founder of OpenStack, based in Texas, has highly engaged and motivated employees with abundant customer loyalty and support. This is mainly because Rackspace invests heavily in creating a culture of employee engagement.

The reasons for the success of Rackspace are:

- Line Supervisors involve directly with employees in engaging them and employee engagement is top priority for them.
- Supervisors are trained to handle sensitive issues and win the confidence of employees by highlighting the importance of their contributions.
- Supervisors try to understand the pulse and views of employees through regular, frequent and short surveys that help in improving customer satisfaction.
- They get insights from the employees on improving business and building the ranks of customer promoters.

The only way to have high employee engagement is to encourage constant dialogue and close interaction between the employees and supervisors with support from top executives. Highly energized, enthusiastic and creative employees can do wonders to organizations as is seen in Rackspace.

Acquisition, developing and retaining employees has become a big **challenge to HR professionals**. Employee engagement is another important challenge faced by HR professionals in the present scenario. Globalization and liberalization have changed the business activities and in the process HR professionals have to cope up with the market demands and challenges in order to remain competitive in the knowledge society.

Source: Rob Markey. 2014, "The Four Secrets to Employee Engagement", **Harvard Business Review**, January/February. Available online at: <https://hbr.org/2014/01/the-four-secrets-to-employee-engagement/>