

Leaver Research

Employee turnover is expensive!

The resignation of a valued employee results in lost knowledge and experience, the expense of hiring and training a replacement and the intangible cost of a potentially damaged relationship and negative advocacy.

Understanding the issues and reasons why people leave can help organisations develop a work environment better suited to developing and retaining their best people. Leaver research not only identifies what employees value most in an organisation but can also lead to improvements in organisational processes such as recruitment, learning & development, performance management and career development.

Conducted properly, it is a highly effective tool to help managers identify and understand the real reasons why somebody has chosen to work elsewhere and also what could have been done to retain them. However, far too often they are used as a 'tick box' process.

Employees are often less than honest about the real reasons for leaving and feel that there is little point in 'rocking the boat' before they go, especially if they are being interviewed by HR or their line manager. Results are often not collated or analysed consistently, and there is limited learning or remedial action as a result.

How Ipsos MORI adds value

By providing independent and confidential feedback mechanisms, Ipsos MORI is perceived by employees as impartial and objective. As a result, more employees participate, providing more honest feedback and generating more valuable results. This, in turn, provides organisations with clear direction on potential interventions to help reduce turnover.

Ipsos MORI exit research offers the following key advantages:

- reducing the time, effort and cost required by HR and line management to manage the process internally;
- ability to benchmark against industry norms;
- fast turnaround and ongoing diagnostic feedback;
- ad-hoc data exports for analysis and extra reporting; and
- multi-lingual capability.

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Integrated exit research solutions

Ipsos MORI identifies exactly why employees leave organisations, by creating a forum where employees are comfortable in revealing the full extent of the 'push' and 'pull' factors that have influenced their decision to leave. Feedback might be online, paper-based or face-to-face, using qualitative or quantitative techniques. We want to be certain that if your people are leaving, they are doing so for the right reasons and with high levels of residual employer advocacy.

We believe that exit research should not be used in isolation and that the learning should be used alongside other metrics including employee opinion surveys and 'entry' or 'new joiner' research. This enables a more pro-active approach to dealing with relevant retention strategies, by focusing on what needs to change to retain people rather than focusing on why people leave after they have already taken the decision to go.

By pinpointing the causes of turnover, our approach can help to increase employee engagement, improving retention, creating a vital return on investment.

For more information about Ipsos MORI Exit Research, please [contact us](#).

