

# QRG

QUALITY-RESOURCE.COM

## RETENTION AND CAREER SATISFACTION PROGRAM

Technology Professionals

EMPOWERING BRANDS • ENGAGING PEOPLE



Technology Professionals

# THE POWER OF PROMOTIONAL PRODUCTS

This proven program was designed to increase the retention and career satisfaction of technology professionals and decrease overall recruitment costs. The promotional products chosen for this program were selected to help facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more

Promotional products can play a key part in your comprehensive employee retention program with a core focus on the following:

- Reducing employee turnover
- Improving morale through better onboarding and ongoing appreciation methods

With our comprehensive recruitment and retention program and a solid understanding of your organizational needs, we can help you too!

*Stats provided by PPAI*



### EMPLOYEE TURNOVER

Employee turnover rate among Fortune 500 companies in the IT industry is the highest among all industries surveyed.  
*\*PayScale*



### TOTAL COSTS

Research suggests that total costs associated with turnover range from 90-200% of an annual salary.  
*\*Society for Human Resource Management*



### UNEMPLOYMENT RATE

Unemployment rate for technology professionals is just 2.6% – about half of the overall U.S. labor market rate.  
*\*December 2015 US Bureau of Labor Statistics*



### EMPLOYEE TENURE

The tech industry has the lowest average employee tenure being estimated at around 3 years.  
*\*SHRM's assessment on employee tenure between 2012-2013*

The turnover rate within the technology profession is the highest among all industries. Estimated costs associated with turnover range from 90%-200% of an annual salary. When an employee leaves an organization, a company loses both its financial investment in recruitment, onboarding and training costs, as well as its non-financial investment in knowledge, workplace collaboration and competitiveness.



The tech industry is highly competitive and the battle amongst employers for top tech talent is intensifying. Therefore, it is critical for employers to successfully onboard and retain its employees. We worked with a large tech company and identified ways to facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

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#### **ONBOARDING:**

When introducing new employees into an organization, it's important to instill in them a sense of pride in their new affiliation and welcome them to the team. As a welcome gift, we created an employee onboarding kit. The kit included a business bag, a travel coffee mug and a writing journal. The journal featured the corporate mission statement decorated on the inside cover and an insert that communicated their 5-year corporate strategic plan.

#### **TRAINING:**

Training has also been proven to increase job satisfaction and motivation for workers. It also increases employee retention when the training reinforces the value of the employee. Associates want to feel that the job they do is important to the success of the company and that the company is investing time and money in them to develop knowledge and skills.

To help support their training program, employees received a padfolio which included the syllabus for the training exercise as well as a writing instrument. Earbuds were also provided for use during the online portion of the program.

#### **RETENTION:**

Studies show that retaining employees leads to stronger teams, better morale and improved performance resulting in significant cost savings. This program consisted of celebrating employee and corporate anniversaries. Each year, the company's anniversary is celebrated with a commemorative gift, including electronic gifts such as bluetooth speakers, headphones, virtual reality glasses and drones. The employee anniversary was also recognized with a \$100 gift card to redeem at their company store.

## **RESULTS**

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**The retention program was viewed a success** as employee attrition rate dropped from 25% to 15% within 2 years of implementing this program. In addition, the company's annual employee satisfaction survey showed significant improvement from the prior year.

# TECHNOLOGY PROFESSIONALS RETENTION PROGRAM

## ONBOARDING KIT

*Stay Organized*



#95014

*Get Informed*



#49060

*Stay Hydrated*



#80230

## TRAINING KIT

*Stay Organized*



#2820

*Stay Sharp*



#32205

*Stay Focused*



#4060

## EMPLOYEE APPRECIATION

*Stay Motivated*



#70249

*Stay Fit*



#70360

*Stay 3D*



#3265

*New*

Athena Travel Tumbler - 16 oz.

AS LOW AS \$6.98R  
MINIMUM 50

-  60110 Black
-  60111 Seattle Grey
-  60112 Royal Blue
-  60113 Apple Green
-  60114 Red
-  60115 Purple
-  60116 Solar Orange
-  60117 Mailbu Blue
-  60118 Pink Raspberry
-  60119 Electric Lemon



*New*

Aviana™ Luna Double Wall Stainless Bottle - 20 oz.

AS LOW AS \$19.98R  
MINIMUM 25

-  15025 Charcoal
-  15026 Royal Blue
-  15027 Aqua



AVIANA

*New Color Added*

Thermos® Stainless King™ Travel Tumbler - 16 oz.

AS LOW AS \$27.98S  
MINIMUM 50

-  80030 Matte Black
-  80031 Midnight Blue
-  80032 Cranberry
-  80033 Stainless Steel



GENUINE THERMOS BRAND



presse by bobble®

-  50110 Stainless Steel
  -  50111 White
- AS LOW AS \$34.98S  
MINIMUM 12

bobble  
made with better.

Thermos® Connected Hydration Bottle with Smart Lid - 24 oz.

AS LOW AS \$69.98S  
MINIMUM 6

-  80230 Smoke
-  80231 Turquoise



**WELCOME TO THE TEAM!**

Add inspirational messaging!

GENUINE THERMOS BRAND



*New*  
Subway Messenger Bag

● 2378 Black    ● 2379 Royal Blue    AS LOW AS \$9.98R  
MINIMUM 50



Impact Vertical  
Computer  
Messenger  
Portfolio

AS LOW AS \$19.98R  
MINIMUM 25

● 2361 Black    ● 2362 Dark Grey



Vertex™ Nitro Computer  
Messenger Bag

● AS LOW AS \$44.98R  
MINIMUM 12

5390  
Black



*New*  
Samsonite Tectonic 2  
Computer Messenger

● AS LOW AS \$69.98S  
MINIMUM 6

95072  
Black



*New*  
Taurus  
Backpack

AS LOW AS **\$9.98R**  
MINIMUM 50

-   
 5225  
Seattle  
Grey
-   
 5226  
Royal  
Blue
-   
 5227  
Red
-   
 5228  
Electric  
Lemon
-   
 5229  
Black



Add inspirational  
messaging!

Rangeley  
Computer  
Backpack

AS LOW AS **\$14.98R**  
MINIMUM 25

-   
 5400  
Black
-   
 5401  
Royal  
Blue
-   
 5402  
Red



Heritage  
Supply™  
Tanner  
Computer  
Backpack

AS LOW AS **\$29.98R**  
MINIMUM 12

-   
 5510  
Heather  
Grey



Vertex™ Carbon  
Computer  
Backpack

AS LOW AS **\$49.98R**  
MINIMUM 12

-   
 5385  
Black



*New*  
Samsonite  
Road Warrior  
Computer  
Backpack

AS LOW AS **\$79.98S**  
MINIMUM 6

-   
 95074  
Black



### Zebra Sarasa Gel Retractable

AS LOW AS **\$1.77R**  
MINIMUM 150

				
46840 Light Green	46845 Kelly Green	46855 Forest	46870 Fuchsia	46875 Mahogany
				
46882 Pink	46883 Cobalt	46884 Violet	46885 Orange	46886 Light Blue




### Travis & Wells™ Executive Stylus /Roller Ball

AS LOW AS **\$12.98R**  
MINIMUM 25

 32205  
Black




*New*

### Cedar Junior Padfolio

AS LOW AS **\$9.98R**  
MINIMUM 50

 2945  
Black

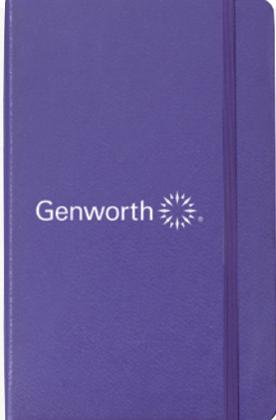
 2946  
Brown



### Moleskine® Hard Cover Ruled Large Notebook

AS LOW AS **\$20.95S**  
MINIMUM 25

				
40060 Black	40160 True Orange	42060 White	43060 Oxide Green	
				
44060 Brilliant Violet	45060 Orange Yellow	46060 Navy Blue	48060 Scarlet Red	49060 Slate Grey



**MOLESKINE®**



### Travis & Wells™ Leather Writing Pad

 AS LOW AS **\$49.98R**  
MINIMUM 12

2820  
Black




### Samsonite Peyton Leather Writing Pad

 AS LOW AS **\$59.98S**  
MINIMUM 6

95058  
Black

**Samsonite**

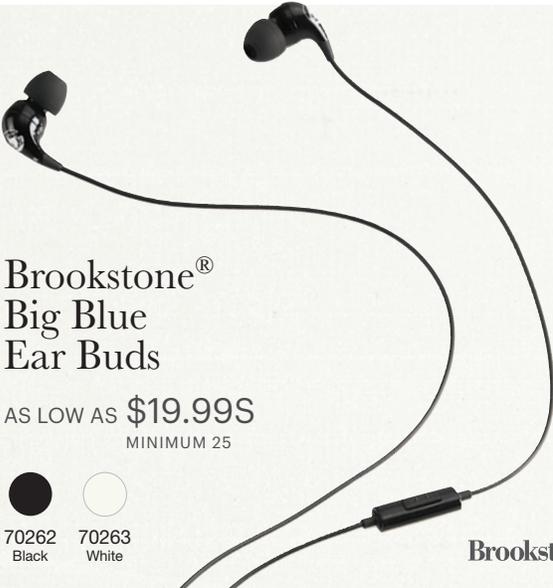


**Bolt Ear Buds  
with Mic &  
Volume Control**

AS LOW AS **\$7.98R**  
MINIMUM 50

● 4060 Black  
○ 4065 White

Brookstone



**Brookstone®  
Big Blue  
Ear Buds**

AS LOW AS **\$19.99S**  
MINIMUM 25

● 70262 Black  
○ 70263 White

Brookstone



**Brookstone®  
Pro Bluetooth®  
Headphones**

AS LOW AS **\$119.98S**  
MINIMUM 6

● 70205 Graphite

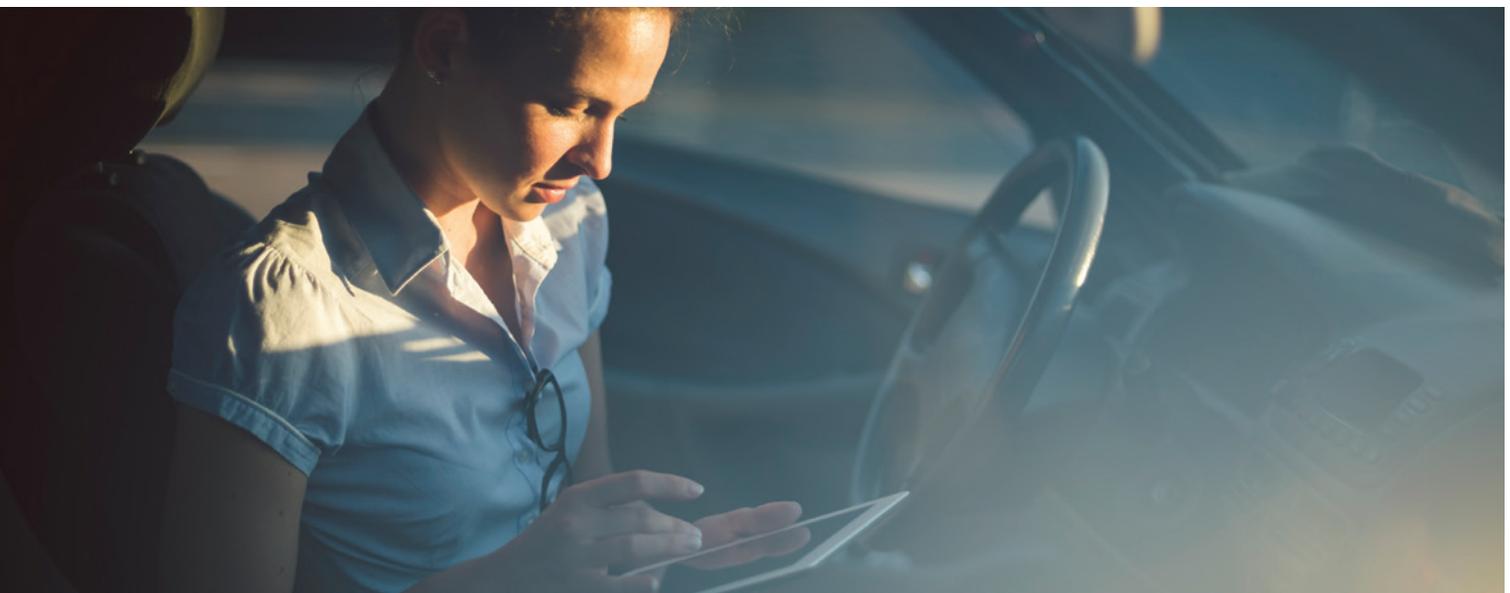
Brookstone



**Get Fit  
Health Tracker**

AS LOW AS **\$64.98R**  
MINIMUM 6

● 70360 Black  
○ 70361 White





*New*

Utopia Virtual Reality Headset

AS LOW AS \$12.98R  
MINIMUM 25

3265 Black



Brookstone® Boost Power Bank 4000 mAh

AS LOW AS \$29.98S  
MINIMUM 12

70295 Black 70296 White

Brookstone®



Mighty Mini Bluetooth® Speaker

AS LOW AS \$12.98R  
MINIMUM 25

4001 Black 4002 White 4003 Royal Blue 4004 Green

Brookstone® Etch Bluetooth® Speaker

AS LOW AS \$39.98S  
MINIMUM 12

70266 Black 70267 White



Brookstone®



Brookstone® Genesis Bluetooth® Speaker

AS LOW AS \$64.98S  
MINIMUM 6

70249 Black

Brookstone®



i-Easy Drive

AS LOW AS \$89.98R  
MINIMUM 6

35000 Silver

# GlobalSolutions™

Your Source for Direct Import & Custom Products.

## World-class service & design.

- Save up to 30% or more off of standard catalog prices by ordering overseas.
- Take an existing Gemline product and modify it to meet your specific needs.
- Work directly with our team of designers to develop completely custom products to truly WOW your customers.

### Completely Custom Product



Interior features organizational pockets for laptop, clothes and more!

Insulated compartment



## QUALITY-RESOURCE.COM

At QRG, we are committed to providing you with trendy lifestyle merchandise, stylish identity apparel, impactful incentives, meaningful recognition, and enterprise marketing execution solutions !