

FROM ATTRITION TO RETENTION

How CultureID
Increased Engagement for a
Manufacturing Workforce

INTRODUCTION



A mid-sized manufacturing company specializing in high-performance commercial equipment faced industry-wide challenges such as low employee engagement, communication breakdowns, and limited career growth opportunities. These issues were compounded by the difficulties of reaching deskless workers on non-traditional schedules, a common hurdle in the manufacturing sector.

To address these challenges, the company partnered with CultureID, a leader in science-based engagement solutions tailored to the unique demands of the manufacturing workforce. In addition, the company's broader commitment to its core principle—"Respect Every Individual"—along with other initiatives, contributed to its overall success.

This case study explores how CultureID's tailored approach supported the company's full scope of engagement efforts, improved productivity, and delivered measurable business outcomes.

COMPANY CHALLENGES

CultureID's comprehensive engagement survey uncovered the following top three pain points within the organization:

Communication Breakdowns

Many employees felt isolated from key decision-making processes and uninformed about important company updates, which contributed to a sense of exclusion and frustration within the workplace.

Lack of Recognition

Feedback indicated that recognition for hard work and achievements was inconsistent and, when it did occur, was limited to direct supervisor interactions. This stifled opportunities for broader team morale-building and failed to create a culture of appreciation across the organization.

Limited Career Growth Opportunities

A common concern among staff was the lack of clear advancement paths, which led to feelings of stagnation and diminished motivation, affecting overall morale and productivity.



CULTUREID'S TAILORED APPROACH TO IMPROVEMENT

To address these challenges, the company worked with CultureID to implement a tailored engagement strategy. Drawing on CultureID's manufacturing expertise, the approach included:



Unlimited Custom Surveys

CultureID deployed tailored surveys focusing on key feedback areas such as communication, recognition, and career development. These surveys were crafted with industry-specific insights to gather meaningful data directly from employees at all levels.



Accessible Kiosk Mode

Recognizing the challenge of consistent computer access for deskless employees, the client introduced CultureID's kiosk mode in the following survey cycle. This mode ensured that surveys were accessible to all employees, thereby democratizing feedback and engagement across the company.



Resources for Individual Leaders

To equip leaders with the tools needed to address their teams' unique challenges, CultureID provided specialized leadership development programs and resources. These initiatives were designed to help leaders effectively utilize the insights gathered from the engagement surveys.



Actionable Insights for Change

CultureID's platform delivered clear, actionable insights, allowing leadership to transform survey feedback into practical, lasting improvements.

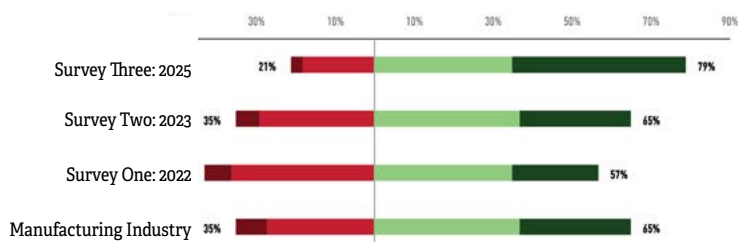
MOVING THE NEEDLE ON ENGAGEMENT + PRODUCTIVITY

Over the past few years, the company has continued to build upon its engagement success in their 2022 and 2023 surveys, achieving record-breaking results in 2025 in their third CultureID survey.

01 Engagement Level Shifts

ENGAGEMENT DISTRIBUTION

● Actively Disengaged ● Somewhat Disengaged ● Engaged ● Actively Engaged



- Increase in Active Engagement:**

The percent of actively engaged rose from 22% in 2022 to 28% in 2023, reaching 44% in 2025.

- Reduction in Disengagement:**

Employee disengagement decreased significantly, from 43% in 2022 to 35% in 2023, and further to 21% in 2025.

- Overall Engagement Score Improvement:**

The score increased from 3.08 in 2022 to 3.34 in 2025 on a 4.0 scale, surpassing the industry benchmark for manufacturing.

02 Increased Survey Participation

- Gradual Increase in Participation:**

The survey saw a gradual increase in participation from 75% in 2022, to 82% in 2023, stabilizing at 81% in 2025.

- Demonstrated Trust:**

The consistent high participation rates reflect sustained trust in the feedback process.

Survey Participation Rate



03 Improved Drivers of Engagement

- Recognition scores have shown a consistent upward trend, increasing from 2.74 in 2022 to 2.83 in 2023, and reaching 2.99 in 2025.
- Employees who agreed they are proud to work for the company rose +0.19 points from 2022, reaching 97% in 2025.
- Trust and alignment scores improved by 4.4%, from 3.18 out of 4.0 in 2022 to 3.32 in 2025.



RECOGNITION
PRIDE
TRUST
ALIGNMENT

Productivity Gains: A Business Case for Engagement



Increase in Productive Hours:

Weekly Productivity:

Productive hours increased from 8,280 per week in previous years to 9,423 per week in 2025, marking a net gain of +1,143 productive hours weekly. This represents a 13.8% increase in productivity.

PRODUCTIVITY MULTIPLIER

▨ Paid Employee Hours ● Hours of Productivity



Record High in Labor Productivity:

This increase in productive hours marks the highest labor productivity improvement since the implementation of CultureID.

Impact of Employee Engagement on Productivity:

Employee Output:

In 2025, 90 actively engaged employees produced the output equivalent to 135 employees, demonstrating a significant impact of engagement on operational efficiency.

Cost Savings and Business Outcomes:

These productivity gains translate into substantial cost savings, thereby improving retention rates and overall business outcomes.



We tried other employee surveys in the past. CultureID provides a way to measure engagement which we believe in. People quit their managers, not their jobs. The survey results, along with the training tools from Culture ID, helped focus attention where needed to help supervisors improve.

- Client CEO



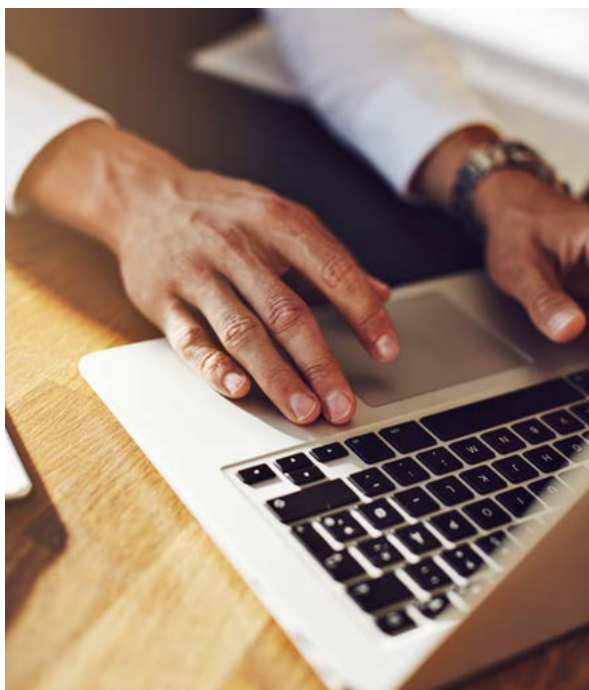
KEY TAKEAWAYS FOR SUSTAINABLE ENGAGEMENT

This case study highlights the transformative impact of a data-driven, employee-focused engagement strategy. While CultureID provided tools and insights to support employee engagement efforts, the company's broader long-term commitment to fostering a culture of respect, investing in leadership, and maintaining high standards for hiring and training all played a role in their success.

If you're looking to drive similar results in your organization, let's work together to make it happen. With the right support, you can build a culture where employees feel valued, supported, and, dare we say—excited for Mondays.

ABOUT CULTUREID

With years of industry experience and hearing from over 30,000 manufacturing employee voices, we understand the unique challenges manufacturing teams face. Whether it's enhancing communication or boosting productivity, we provide the insights and tools to help you achieve your goals.



GET IN TOUCH

Schedule a platform tour or complimentary strategy call today, and we'll ensure your organization finally moves the needle on employee engagement.

We can't wait to hear your story and help you achieve the culture you always thought was possible.

 cultureid.com/manufacturing

 hello@cultureid.com

 [linkedin.com/in/culture-id](https://www.linkedin.com/in/culture-id)

 855.705.9995

Our platform ensures that every employee's voice is heard, making CultureID the ideal solution for dispersed companies and industries with field teams and shift workers. We overcome challenges related to location, access to technology, and language barriers, providing comprehensive feedback across diverse work environments.

Manufacturing Engagement Surveys

Use our science-based questions designed specifically for the manufacturing sector to accurately assess employee engagement.

Manufacturing-Specific Pulse Surveys

Complement the engagement survey with tailored surveys that dive deeper into essential feedback, enabling focused improvements.

Full Results Analysis + Guidance

View data by department, manager, location, and more for granular insights. Participate in a live debrief with our team of experts.

Live Webinar: Psychological Safety

Join our expert-led 45 minute leadership session to explore strategies for enhancing psychological safety, specifically for challenges in manufacturing.

Resources for Manufacturing Leaders

Receive a curated selection of educational and actionable resources that empower leaders to convert survey feedback into effective actions.